

The American Perfumer and Essential Oil Review.

9
PERFUMER
PUB. CO.
NEW YORK

LIBRARY
BUREAU OF CHEMISTRY
RECEIVED
NOV 5 1931 ★
U.S. DEPARTMENT OF AGRICULTURE

NOVEMBER
NINETEEN
THIRTY-ONE

LIBRARY
RECEIVED
JAN 13 1932

U. S. Department of Agriculture



American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO



See also page 9

M. NAEF & CO.

GENEVA
SWITZERLAND



The Geneva Plant of M. Naeff & Co.

The leading quality producers of
SYNTHETIC AROMATIC CHEMICALS
PERFUME BASES

Since 1895

UNGERER & CO.

NEW YORK

CONTRIBUTING EDITORS

DR. CLEMENS KLEBER

Clifton, N. J.

ESSENTIAL OILS

DR. HARVEY A. SEIL

New York

SYNTHETICS

PROF. CURT P. WIMMER

Columbia University

New York

TOILET PREPARATIONS

DR. EDGAR G. THOMSEN

Winona, Minn.

SOAPs

BERNARD H. SMITH

Brooklyn, N. Y.

FLAVORING EXTRACTS

HOWARD S. NEIMAN

New York

PATENTS, TRADE-MARKS AND COPYRIGHTS

LEROY FAIRMAN

New York

MERCHANDISING

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone

BOgardus 4-4416

Cables: AMPERFUMER

Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Chicago Office:

Joseph Esler

37 West Monroe St.

Phone: Long Beach 3429

Washington Bureau:

C. W. B. Hurd

715 Albee Building

SUBSCRIPTION RATES

The United States \$3.00 a Year

Single Copies 30 Cents

All Foreign Countries and

U. S. Possessions \$4.00 a Year

Single Copies 40 Cents

CONTENTS

for

NOVEMBER, 1931

A Look at Radio Advertising, by Walter Mueller	465
Beauty Trade Practice Rules	470
Recent Product Developments	472
The "Pine Board" Drug Store, by Leroy Fairman	475
Algerian Geranium Oil, by Dr. Ernest S. Guenther	477
The Production Man's Diary, by Francis Chilson	481
EDITORIALS	482
Handling Small Orders, by Francis Chilson	485
25 Years Progress in Synthetics, by Dr. Marston T. Bogert	489
Dry Distillation of Balsam Tolu, by Justin Dupont and Jean-Jacques Guerlain	494
Lavandin, a Digest and Review, by Dr. Harvey A. Seil	495
TRADE NOTES	496
Chicago and Other Cities	507
Canada	513
Patent and Trade Mark Section	515
MARKET REPORT AND PRICES CURRENT	518
FLAVORING EXTRACT SECTION	521
SOAP INDUSTRY SECTION	523

THIS MONTH AND NEXT

WALTER MUELLER'S Radio Advertising article has been pronounced by those who should know the best ever written on this subject. We concur and so will our readers after they have perused it. Dr. Guenther is back this month with the first installment of an article on Algeria. His style has not suffered through his absence for a few months and we are sure you will enjoy what he has to say on this subject. You have all heard of the "Pine Board" Stores. Mr. Fairman has done more than hear of them. He has studied them. The result of the study will be interesting to all of us. Coming is our final say on the "Ten Cent Table and Open Display." Also an authoritative article on an interesting American development, of which more later. There is more news this month than usual and if you find time, you might also read the Editorial on Taxation.

The
American Perfumer
and Essential Oil Review

Registered U. S. Patent Office

VOL. XXVI

NO. 9



BOTU D. PAPPAZOGLOU, S. A. KAZANLIK, BULGARIA

Quality and confidence in the source of supply—not price—are the deciding factors in the purchasing of Otto of Rose.

The Pappazoglou reputation in this respect is unsurpassed and based on many years of supplying the perfume industry with Otto of Rose d'Or, B. P., an oil of proven superiority and unvarying uniformity.

UNGERER & CO. NEW YORK

The American Perfumer

and Essential Oil Review

NOVEMBER, 1931

Established 1906

Vol. XXVI No. 9

A Look at Radio Advertising

How It Works—What It Does—and

Its Relation to Other Mediums

by Walter Mueller

ON the night of November 2, 1920, the Harding-Cox election returns were broadcast from Station KDKA, then located in a Pittsburgh garage. That broadcast marked the evolution of radio from a system of private communication into one of mass communication. Within less than a decade this new system of mass communication was to take its place alongside of the newspaper, the magazine, and the billboard as a major advertising medium.

Whether radio advertising will be able to maintain its position rests on the knees of the gods. This is implied by the statement made by Henry A. Bellows, vice-president of the Columbia Broadcasting System, at the recent annual convention of the National Association of Broadcasters: "This structure is in very serious danger. More people are after our scalps than in any other industry." In the meantime, radio advertising is giving the purveyors of space advertising, who once scornfully pooh-poohed it as a potential competitor, many a headache. To the sponsor it is bringing a new conception of the astounding sales potentialities of good will. To the listener it has made a wealth of entertainment, information, and education as conveniently available—and controllable—as piped water—and at less cost.



Space advertising reached an all-time peak in the Summer of 1929. Since then its curve has taken the downward path pursued by business generally. The steepness of that path is shown in a chart, recently prepared for the New York *Herald-Tribune* by Joseph Stagg Lawrence, based upon the newspaper lineage in 22 cities and advertising in national magazines. According to this chart, the index figure for newspaper and magazine advertising combined dropped from 108 in 1929 to 65 in September, 1931. *During the same period, national radio advertising about doubled.*

Further light is thrown on the growth of radio advertising by the compilation for *Advertising and Selling* by National Advertising Records of the expenditures for magazine, farm publications, and national radio advertising made by 23 business and industrial groups during the first nine months of this year, a period that now appears to have been the critical point of the depression. The combined expenditures of the 23 groups decreased 10 per cent as compared with the same period last year. Breaking down the totals reveals graphically the decline in the advertising revenues of the printed media and the growth of those of broadcasting. The combined expenditures for magazines and



A TYPICAL STUDIO INTERIOR. NBC IN CHICAGO



PALMOLIVE FEATURES THE REVELLERS

farm publications decreased 15 per cent. The expenditures for radio, however, increased, in round figures, six million dollars, or 35 per cent. This increase gained added emphasis from the fact that while 22 of the groups decreased either their magazine or their farm publications' advertising, or both, 15 groups increased their radio advertising and but 8 registered a decrease. Although the combined advertising expenditures of the 23 groups decreased, five of the groups increased theirs. Arranged in the order of their expenditures, they are the following:

Drugs and Toilet Goods
Foods and Food Beverages
Soaps and Housekeepers' Supplies
Cigars, Cigarettes, and Tobacco
Confectionery and Soft Drinks

The expenditures of the toilet goods manufacturers far exceed those of the drug manufacturers. Consequently, the advertising expenditures of the Drugs and Toilet Goods group are usually regarded in advertising circles as being predominantly those of the toilet goods manufacturers.

All of these groups increased their radio advertising. Only one of them, however, the Confectionery and Soft Drinks group, also increased its magazine and farm publications' advertising; the four other groups decreased their space appropriations.

In an article by Ernest Elmo Calkins entitled "The Failure of Advertising," and published in a recent issue of *Advertising and Selling*, occurs the following significant statement:

"Nineteen hundred and thirty-one will hereafter be known as the year in which advertising failed, or perhaps more accurately, as the year in which the advertiser failed to justify his faith. Possibly we must go back further than that and realize that the forty-year effort of the professional advertising man has not sold advertising to American business. The one thing about the present depression on which everyone agrees is that the people are not buying. Almost the sole purpose of advertising is to sell goods; that is, to make people buy. Is advertising being used for that purpose? It is not."

The combined expenditures of the Drugs and Toilet Goods group for magazines, farm publications, and radio during the first nine months of this year amounted to \$30,137,515. This was an increase of slightly under a million dollars as compared with the same period last year. Granted that the increase is relatively slight; that under more propitious business conditions it would very likely have been considerably larger. Nevertheless, the fact that the group referred to, along with four others, were the only ones out of 23 to show any increase whatever may properly be regarded as indicative of their justification of their faith in advertising as a selling medium.

As has been pointed out, while all of the five groups increased their radio advertising, all but one decreased their space advertising; only one increased its space advertising. To deduce from this a widespread breakdown in the confidence in space advertising among radio advertisers is by no means warranted. This is indicated by the replies to a brief questionnaire that was sent to 30 radio advertisers in the toilet goods industry. Seventeen of the advertisers replied, a sufficient number to give a fairly substantial cross sec-



The "Evening in Paris" Orchestra

BOURJOIS USES THIS ORCHESTRA

tion of the attitude of an important group of advertisers towards space advertising.

All of the respondents use, or have used, space: 11 in both newspapers and magazines; 3 in magazines only; 3 in newspapers only.

Nine of the 17 advertisers have made no change in their appropriations for space advertising; 3 have increased their appropriations; one began with radio and later on added space. On the other hand, 3 of the advertisers decreased their space appropriations. One of the three, however, recently resumed newspaper advertising after an eighteen months' cessation. Only one advertiser stopped using space entirely after a year's trial of radio. To counter this defection, we have one advertiser who quit radio after trying it out for six months.

According to a compilation made of the comparative newspaper lineage in 81 American cities for the first quarter of 1930 and 1931, radio-and-newspaper advertisers decreased their newspaper advertising 5.5 per cent. Non-radio newspaper advertisers, however, decreased their advertising 11.46 per cent. There is good ground for believing that the space-and-radio advertiser is more thoroughly sold on advertising than the advertiser who uses space only.

When he uses printed space the advertiser can go as far as he likes in persuading the reader to buy his goods. When he goes on the air, however, his audience makes him boil his sales talk down to the bare bones. The sales argument that is considered good form by the reader is deemed impoliteness by him when he becomes a listener. The reason for this difference between the psychology of the reader and that of the listener is given by Orrin E. Dunlap, Jr., in his latest book, "Radio in Advertising."

"... broadcasting enables the advertiser to enter the privacy of the home. If he behaves himself, that is, if he does not forget his manners and talk too much about himself and his product, he may be welcome for an hour and be invited to come back on other occasions when he is on the air. There is an etiquette in broadcasting that must not be overlooked. The sponsor should never lose track of the fundamental fact that listeners tune in for the sake of entertainment. They do not buy radio sets to eavesdrop sales plugging. The secret of success in broadcasting, as one veteran has pointed out, is to use the unmistakable advantages of indirect appeal in such a way that broadcasting can be capitalized in terms of sales and merchandising accomplishments."

Evidence of the sales influence of the indirect sales appeal to which his audience restricts the radio advertiser is assuming constantly increasing proportions. To it there were recently added the results of a survey that was made at the request of the Columbia Broadcasting System by Prof. Robert F. Elder, of the Massachusetts Institute of Technology.

One hundred thousand post cards were sent to names



AMOS 'N' ANDY
RADIO'S MOST FAMOUS TEAM ADVERTISES PEPSODENT

selected from the telephone directories in 10 cities. Fourteen thousand six hundred and one cards came back specifying the names of the brands of toothpaste, toilet soap, flour, shortening, scouring powder, shaving soap, collars, cigarettes, and cigars made by radio and non-radio advertisers used in the respondents' homes.

The general trend of the replies showed (1) that radio advertised products are purchased by a larger percentage of radio listeners than by non-radio set owners; (2) that non-radio advertised products have a smaller percentage of users in those cities where competing goods are advertised by radio.

It was shown that radio advertised toothpastes, for instance, are used in 44.3 per cent of the non-radio homes; in 59.2 per cent of radio homes where the receiver is used less than three hours daily, and in 67.6 per cent of radio homes where the receiver is used more than three hours a day. The percentage of all radio advertised goods used was distinctly higher in radio homes than in non-radio homes.

The entertainment that the proprietors of the Fresh Air Taxicab Company, Incorplated, Amos 'n' Andy, have afforded the country for the last two years has had its repercussions in the form of greatly enhanced sales of "Pepsodent" toothpaste. It has also been responsible for what is doubtless the most striking demonstration that has yet been offered of the respon-

siveness of the radio audience. Until early this year, the Amos 'n' Andy program was tied up exclusively with "Pepsodent" toothpaste. Then the company brought out a new antiseptic. A full-sized bottle of this was offered to listeners in return for two cartons from two full-sized tubes of the toothpaste. Within two weeks, the company received 2,000,000 cartons in response to this offer.

Bourjois, Inc., have for several years been sponsoring a program entitled "An Evening in Paris." After this program had been on the air for some time, the company brought out a new line of toilet articles, named after its radio program. It is stated that this new line has met with quite an unusual degree of success.

A well-known toilet goods manufacturer, who has for years been a large and consistent user of magazines and newspapers, diverted part of his newspaper appropriation to radio advertising. At the end of the first six months of the radio campaign, his sales had substantially exceeded the quota that had been set before the space campaign was reduced in order to provide for radio advertising. As an experiment, he made a one-time sample offer over the radio. His advertising agency advised him to prepare for 5,000 inquiries. To play safe, he made up 10,000 samples. He received 32,000 inquiries.

Dealers are members of the radio audience no less than their customers. Consequently, claims the National Broadcasting Company, the effect of broadcast advertising on the trade is three-fold:

"First, the dealer may be entertained and 'sold' on the advertiser's product—he, together with every member of his household, reacts in the same manner as the rest of the radio audience in experiencing feelings of pleasure and good will towards the broadcast advertiser; second,—and this is perhaps more important—he often identifies himself with the sponsors of the broadcast advertising program; and third, the dealer is impressed with the fact that he is being given concrete assistance in selling the sponsor's commodity.

"These same contentions might be made in support of other advertising media, but only with broadcast advertising may they be said to apply with full force. The dealer may read the consumer advertising of a manufacturer whose product he is handling, but he is certainly not entertained thereby; he does not react to the appeal of a space advertisement in the same manner as his customers do. Extreme measures are necessary to make the dealer feel he is associated in the sponsorship of a space advertising campaign." (The writer can testify to the truth of the last statement.)

The experience of the Chesebrough Manufacturing Company verifies pretty much what the National Broadcasting Company claims as to the influence of radio advertising upon the dealer. For three years this company, which is well-known as the manufacturer of "Vaseline," a product that has been advertised and that has been a household stand-by for years, has been sponsoring the "Real Folks of Tompkins Corners" program. Some of the results of this campaign are described by the company's advertising

agency as follows: "Salesmen and dealers have reported a run on the stores after certain broadcasts; prominent stores have gone to great expense and trouble to build 'Real Folks' displays for 'Vaseline' products; orders for goods have come in the mail from dealers after certain broadcasts."

Fourteen toilet goods advertisers replied as follows when asked of the effects of radio advertising upon distribution and dealer cooperation:

Has radio advertising made it easier for you to widen your distribution?	Has radio advertising given you increased dealer cooperation?
Some	Some
Yes	To some extent
We already had distribution	Yes
Yes	Yes
Not as yet	Perhaps
Yes	Yes
...	Some
Yes	Yes
No	Don't know
Somewhat	Not more than the same amount spent in some other medium
We think it has	

The results following the use of radio by toilet goods advertisers, which have been duplicated among scores of radio advertisers in other lines, are impressive. Yet they cannot be regarded as evidencing a single-handed job; the radio advertisers are, practically without exception, also users of space advertising.

The interrelationship of the printed and the spoken medium is invariably stressed by the broadcasting companies. In its sales promotion literature, one of the broadcasters emphasizes the interrelationship almost to the point of implying the complete dependence of the success of a radio campaign upon printed advertising: "Do not curtail the printed and space campaign to take care of broadcasting. Rather let the new medium reinforce this printed advertising, so that the full effect of complete co-ordination may be gained."

The newspaper and the magazine have demonstrated their ability to stand on their own feet. It is not yet clear whether radio advertising can do likewise.

The good will of the listener is the keystone in the arch of radio advertising. Signs are not lacking that it is being impaired. Frank A. Arnold, director of development of the National Broadcasting Company, made this plain in an address at the last annual meeting of the Advertising Federation of America.

"The public does not seriously object to the proper use of advertising continuity or commercial credit," said Mr. Arnold. "It does object to the improper use of the advertising privilege and is at present voicing its disapproval in no uncertain language. It is a wise advertiser who has his ear close to the ground to detect these rumbles.

"A part of this deplorable situation is due to the fact that altogether too few among those entrusted with the writing and placing of advertising on the air have learned the proper technique and are still obsessed with the idea that the value of their advertising from the standpoint of the listener is in proportion to the number of words. I am inclined to think that the answer to this problem rests with the public."

What Mr. Arnold complains of is a symptom. He

fails to refer to the cause which is the increased pressure that has been placed on the advertising dollar. This is brought to light by a well-known advertising agent, Roy S. Durstine, vice-president of Batten, Barton, Durstine & Osborne, Inc., in his introduction to Dunlap's "Radio in Advertising."

"Recently, since the need of making every advertising dollar count to the utmost has been generally felt, a greater burden of selling has been put upon radio programs. Lots of things have changed in these

tense days. It is a sign of the times. There is every reason to believe that the blind spot won't be quite so blind when the pressure is lifted from the work of every dollar."

In the meantime, radio listeners are becoming increasingly proficient in the technique of tuning out advertising continuity. Others are quitting listening. Which helps neither good will nor sales. Nor does it dampen the ardor of certain of our national legislators for laws that will curb radio advertising.

Mexico's New Hair Dye Rules

A NEW Mexican regulation regarding the manufacture and sale of hair dyes has been put into effect. It proscribes certain ingredients and makes stringent regulations regarding the labeling of such products. Only products made wholly from vegetable bases which have not been condemned as harmful by the Department of Hygiene are exempted from its provisions. Briefly, the regulations are as follows:

Prohibited Ingredients.—Cyanide of potassium and all other products and compounds containing cyanogen, lead, uranium, arsenic, mercury, chrysophanic acid, chrysarobin and all other substances which the Department of Hygiene considers harmful to health.

Products containing paraphenylenediamine or other cyclic organic compounds must also contain an amount of sodium sulfite to be determined in each particular case by the Department of Hygiene.

Labeling.—Products containing paraphenylenediamine or other cyclic organic compounds, a green label, cautioning that the products may be dangerous to certain persons.

Products containing pyrogallic acid, a green label, cautioning that the product may be dangerous and advising the user to make frequent examinations of the urine for determining the effect of the product.

Products containing silver nitrate, a red label warning the public of possible pigmentation of the skin or destruction of the hair.

Products containing peroxide of hydrogen, a rose label warning the public of possible destructive effect upon the hair.

No label or advertising may contain statements to the effect that accidents following the use of the preparations are due to impurities of the blood, to some former illness, or to the use of foods or other substances in common use.

All warning statements on these labels must be in letters not less than 4 mm. (approx. 1/6 of an inch) in height.

Denaturing Permit Restored

The denaturing permit of the Burlington Industrial Alcohol Co. was ordered restored on October 27 by Federal Judge Oliver B. Dickinson in District Court in Philadelphia. The permit of the company which operated a plant in Camden, N. J., was revoked by Supervisor Wynne after hearings. The company appealed to the courts and was successful. The permit allows the company to withdraw 2,100,000 gallons of alcohol annually for denaturing purposes.

F. T. C. Decision on Vivaudou Upset

THE United States Circuit Court of Appeals unanimously reversed November 4th an order of the Federal Trade Commission directing V. Vivaudou, Inc., New York City, cosmetic manufacturers, to divest itself of stock control of Alfred H. Smith Co., and the Parfumerie Melba, Inc., also makers of beauty preparations. The Federal Trade Commission had ordered the stock disposal on the ground that the Vivaudou company's control of the two other concerns was a monopoly and was contrary to the public welfare as defined in Section 7 of the Clayton Act.

In the Circuit Court decision, written by Judge Manton, it was held that the combination of the three companies, which between them control about six per cent of the cosmetic market of the United States, was not against the public welfare.

"Unless there be a monopoly or a tendency toward monopoly, we would not be warranted in concluding that the public had an interest as referred to in the statute," the decision read. "There is no evidence of increase in price brought about through the ownership of the stock or supervision of the companies, nor is there evidence of elimination of any of the lines of production, or curtailment of the same, nor evidence of divisions of territory. The effect seems to have been to increase the sales of the three companies."

The only member of the Federal Trade Commission commenting on the court decision was William E. Humphrey, who alone had opposed the commission's ruling in the case. The other members made no comment nor would they state whether or not the verdict would be appealed.

Upholds Agency in Suit Against Ybry for Idea

The Appellate Division of the Supreme Court, First Department, has affirmed the judgment for damages and costs rendered in favor of The Grey Advertising Service, Inc., New York, against the Ybry Co., Inc., also of New York.

The Ybry Co. refused to appoint the agency its sole advertising agency in a campaign to be conducted for Ybry perfumes, in which campaign at least \$40,000 was to be spent, and the trial judge of the Supreme Court found in favor of the Grey agency for breach of contract thereby. Ybry appealed from the judgment, contending that it was not responsible for the use of photographs and ideas of the Grey agency in an advertisement appearing in the *Paris Comet*. The Appellate Division refused to uphold this contention and affirmed the judgment of the trial court and awarded the Grey agency all costs.

Beauty Trade Practice Rules

Trade Commission Issues and Gives Effect to Revised Regulations for Control of Beauty Industry

WASHINGTON, Nov. 12.—The Federal Trade Commission today made public trade practice rules accepted by the beauty and barber supply dealers industry which were adopted as the result of two conferences, one in Chicago in December of 1928 and another in New York in March of 1929.

The rules, as announced, were divided into four groups, applying half to jobbers and half to manufacturers. Under each heading are two sets of rules, the so-called Group 1 rules which define illegal practices and the Group 2 rules which contain expressions of the voluntary rules of the industry.

As a result of these conferences, the second having been held because of disagreements arising out of the first, the Commission has just promulgated a large number of changed rules, replacing those published in 1929. The Chicago session was held under the direction of Commissioner Garland S. Ferguson, Jr., and the New York session under the direction of Commissioner Charles H. March. M. Markham Flannery, director of Trade Practice Conferences, assisted at both sessions.

In summarizing this work a Commission statement, prepared by Secretary Otis B. Johnson, stated:

"The first session of the conference did not accomplish the results anticipated, and it was therefore deemed advisable to continue the same by calling a second session. At this second session, after a brief address by Commissioner March, the conference discussed and adopted twenty resolutions dealing with various trade or business practices.

"The Commission, after consideration, has reworded some of these resolutions and has divided them into Group I and Group II. Those in Group I the Commission has approved, and those in Group II the Commission has accepted as expressions of the trade.

"The Commission declined to approve or accept Rule 4 (Group I) and Rule 9 (Group II), pertaining to jobbers, as published October 30, 1929. The Commission also declined to approve or accept Resolutions 'H' and 'J,' on behalf of the manufacturers, as adopted by the industry."

In a postscript to the announcement of the new rules, Secretary Johnson also called attention to the recent decision by the Federal Courts concerning the Raladam Company, "in which the Supreme Court of the United States has apparently held that in order for a practice to constitute an unfair method of competition it must be shown to have the tendency to injuriously affect the business of competitors."

The announced trade practice rules as amended by the Commission follow:

Rules on Behalf of Jobbers. Group I

Rule 1. Maliciously inducing or attempting to induce the breach of existing contracts between competi-

tors and their customers by any false or deceptive means whatsoever, or interfering with or obstructing the performance of any such contractual duties or services by any such means, with the purpose and effect of unduly hampering, injuring, or embarrassing competitors in their businesses, is an unfair trade practice.

Rule 2. The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges, not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

Rule 3. The selling of goods below cost with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

Rule 4. The practice of shipping or delivering products which do not conform to the samples submitted or representations made prior to securing the orders, without the consent of the purchasers to such substitutions, and with the effect of deceiving or misleading purchasers, is an unfair trade practice.

Rule 5. It is an unfair trade practice for any person engaged in interstate commerce, in the course of such commerce, either directly or indirectly, to discriminate the price between different purchasers of commodities, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce; provided that nothing herein contained shall prevent discrimination in price between purchasers of the same class on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for differences in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition; and provided further, that nothing herein contained shall prevent persons engaged in selling the products of this industry in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

Rules on Behalf of Jobbers. Group II

Rule A. (a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists. (b) The industry approves the practice of making the terms of sale a part of all published price schedules.

Rule B. The industry hereby records its approval of

the definition of a qualified distributor of beauty and barber supplies as one who sells such supplies and equipment to beauty parlors and barber shops and/or to the consumer.

Rules on Behalf of Manufacturers. Group I.

Rule 1. The false marking or branding of products of the beauty and barber supply industry, with the effect of misleading or deceiving purchasers with respect to the quantity, quality, grade or substance of the goods purchased, is an unfair trade practice.

Rule 2. The making or causing or permitting to be made or published any false, untrue, or deceptive statement by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, nature, origin, size, or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers, is an unfair trade practice.

Rule 3. The secret payment or allowance of rebates, refunds, commissions, or unearned discounts, whether in the form of money or otherwise, or secretly extending to certain purchasers special services or privileges, not extended to all purchasers under like terms and conditions, with the intent and with the effect of injuring a competitor and where the effect may be to substantially lessen competition or tend to create a monopoly or to unreasonably restrain trade, is an unfair trade practice.

Rule 4. It is an unfair trade practice for any person engaged in interstate commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce; provided that nothing herein contained shall prevent discrimination in price between purchasers of the same class on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for differences in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition; and provided further, that nothing herein contained shall prevent persons engaged in selling the products of this industry in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

Rule 5. Use of the word "free" where not properly or fairly qualified when the article is in fact not free, with the tendency and capacity to mislead or deceive purchasers or prospective purchasers, is an unfair trade practice.

Rules on Behalf of Manufacturers. Group II

Rule A. The industry hereby records its approval of the definition of a qualified manufacturer of beauty and barber supplies and equipment to be one who manufactures and sells such supplies and equipment.

Rule B. Circulation by certain individual dealers and certain so-called distributors of lists of nationally advertised articles which sell for certain well-known prices, which lists advertise said articles at greatly reduced prices and represent that the said dealers and distributors are able to supply said articles at such

prices when such is not the fact, is condemned by the industry.

Rule C. (a) The industry approves the practice of each individual member of the industry independently publishing and circulating to the purchasing trade its own price lists. (b) The industry approves the practice of making the terms of sale a part of all published price schedules.

Rule D. The practice is hereby condemned of any manufacturer of electrical supplies or equipment selling such equipment unless properly name plated, giving the name and address of the maker, thereby assuring the dealers and the ultimate consumer the exact identity of the products purchased.

Trade Commission Activities

WASHINGTON, Nov. 5.—Helena Rubinstein, Inc., New York, was ordered to cease price fixing in an important decision handed down recently by the Federal Trade Commission. This case was considered one of the most important before the commission, both because of the importance of the corporation involved and the fact that this is the first ruling of this nature handed down since the Federal Trade Commission announced that it would NOT recommend changes in the laws relating to this practice to the coming session of Congress.

Announcement of Rubinstein Order

The order issued by the commission was announced in the following form:

"Helena Rubinstein, Inc., New York cosmetics manufacturer, has been ordered by the Federal Trade Commission to cease entering into contracts with its dealers for resale of Rubinstein products at prices fixed by the company.

"The Commission declares in its findings that the respondent fixes uniform prices at which its dealers shall resell its products, and makes it generally known that it requires dealers to resell the goods at fixed prices.

"It was also found that the respondent enters into contracts and understandings with its dealers for maintenance by them of resale prices, as a condition of opening accounts with such dealers, or continuing their supply of such products.

"The direct effect and result of this system, the Commission found, has been to suppress competition among the company's dealers."

Pending Matters

Other matters affecting the toilet goods manufacturers and the flavoring extract industry pending before the Commission follow:

A complaint charging Northam Warren Corp. with misrepresentation in advertisements carrying endorsements of "Cutex" by prominent persons, who the Commission alleges were not in fact constant users of the product. The company denied the allegation, and one hearing was held some time ago.

Pending in the Courts

One case is pending in the courts in which James S. Kirk & Co., and Procter & Gamble Co., contest rulings of the Commission regarding the meaning of the word "Castile" as applied to soaps.

Recent Product Developments

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Rubinstein "Automatic" Lipstick

Depicted in the photograph below is the new "Automatic" lipstick of Helena Rubinstein, Inc., New York City. This novel case allows of the opening and closing with one light pressure of the thumb, and possesses

the advantage of being opened and applied by the use of one hand alone.

Into this clever silver tone case Mme. Rubinstein has placed her French lipstick in three shades, red geranium, red raspberry and the new shade, red coral. These lipsticks, the com-

pany states, will not change color on the lips, are unusually indelible and remain—as applied—until the lipstick is actually removed.



"Misti Lou" Line of L. T. Piver

The "Misti Lou" line of Parfumerie L. T. Piver, New York City, has been prepared for distribution and use in the beauty shops and for resale by them. This attractively packaged line consists of eleven items, cleansing cream, tissue cream, foundation cream, liquid cleanser, liquid base, astringent lotion, muscle oil, skin freshener, face powder, rouge and lipstick. Green and white is the color scheme. Milky white jars with green plastic tops are the containers for the creams; and transparent square shaped glass bottles with green plastic tops hold the liquids. The label is uniform throughout, being a white background with green.



Houbigant's Latest Perfume Odor

"Festival," a combination of floral odors, is the most recent addition to the exclusive perfumes of Houbigant, Inc., New York City. In keeping with the odor is the package. The irregularly formed bottle is set in a metal base and held securely in place by metal clasps, which, aside from their usefulness, form a most attractive base. Harmonizing with the metal stand is the metal cap, all effected in a silver tone. A very substantial and finely checked gray box serves as the outer cover.

The odor is packaged in two sizes, two and four ounces.

Items of Kathleen Mary Quinlan

A powder jar known as "Poudre des perles" is the latest novel addition to the Kathleen Mary Quinlan



products. This, as shown in the photograph above is a round glass jar with a decorative plastic top which screws on. The jar is packaged in a black box lined with pink with the same design on the cover as is outlined on the top of the jar.

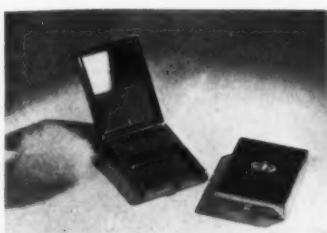
Another new addition is a loose powder compact. The unique method of obtaining the powder is shown from the illustration. Simply by turning the bottom of the case sufficient powder for use is sifted through the openings.

Three new eye shadow colors have been added to the Quinlan line, the products for which Miss Quinlan has always been best known. These are silver green, silver blue and silver lavender. The cosmetique is also produced in a new shade, dark blue.

The cases are in keeping with the other products of the line and follow the same general design.

Prince Matchabelli's Loose Powder Compacts

A novel and ingenious design for a loose powder compact is depicted in the accompanying photograph of the new compact of Prince Matchabelli Perfumery



for use is deposited in the groove shown in the forepart of the compact. This is effected in both single and double. The cover design is in keeping with the other Matchabelli cases, black with gold edges and the Matchabelli crown in gold on the black background.

Lelong's Beauty Box

A beauty box containing all the essentials for the make-up is contained in this compact and handsome box that Lucien Lelong, Inc., New York, has just presented to the market.



A tray containing perfume, rouge, eye pencil, cosmetique, and lipstick fits in the top of the box beneath which is the powder. A substantial mirror is contained in the top. This box is effected in various colored enamels, black, jade and pink, with the characteristic Lelong

trimmings and trade mark on the top of the box. The company is to be congratulated upon its beauty.

Elizabeth Arden's Bath Sets

Dusting powder and bath salts with soap to complement has been developed by Elizabeth Arden, New York, in jasmin, allamanda, ambre, Russian pine and rose geranium.

Shown in the illustration at the side are the packages typical of the five odors. The allamanda powder depicted herewith is packaged in a dark blue box with yellow trimmings and letters. The top holding the eiderdown puff pulls out revealing the powder beneath. To harmonize with the powder box the soap is also packaged in a blue box with yellow trimmings. The rose geranium is developed in pink, and the jasmin in green.

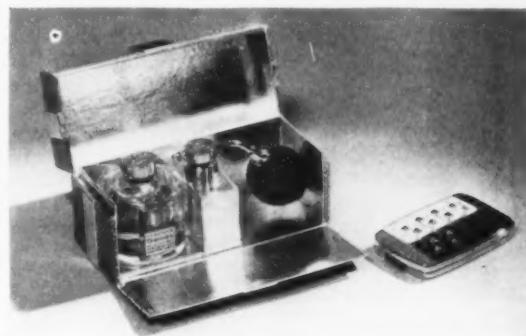
Guerlain, Inc., Presents Two New Products

"Lait de Beauté" and a shoulder white are two new items which Guerlain, Inc., New York City, has recently presented to the American public.

The former is a milk which is used as a cleanser, especially for the removal of make-up and also as a powder base. It is advocated in place of a cream.

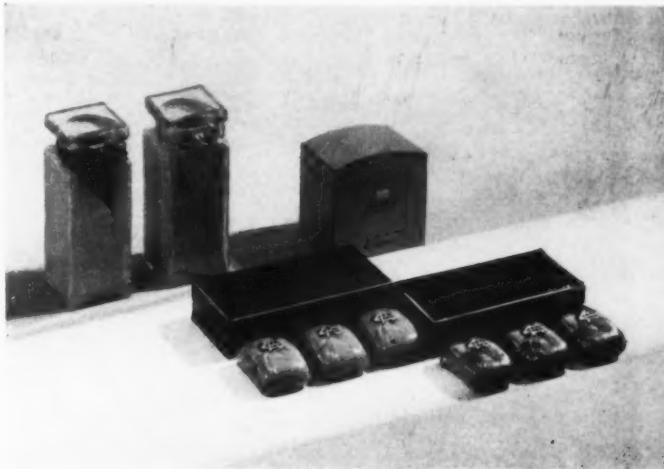
The latter is a preparation which is effected in two shades, one for blondes and one for brunettes. This liquid is applied to give a smooth effect to the shoulders.

As may be seen from the illustration above, the milk is packaged in a substantial square bottle with yellow and black trimmings. The shoulder white is in a hexagonal shaped bottle fitted into a dark blue base with blue cover. A decorative glass stopper form an attractive finish to a characteristic Guerlain package.



Hudnut's "Gemey" Items

A new odor of the "Gemey" line of Richard Hudnut, New York, attractively packaged with atomizer in a box typical of the other items of the line has just



been presented. The outer covering of the box is the usual mottled brown and orange with silver bands.

A loose powder vanity has also been added. This has a decorative case of black and buff with an ornamental design in silver tone. The inside contains rouge and a compartment for loose powder.

Park & Tilford "Faoen" Line



the bottles used on this fine line.

Odorono Company's Liquid Depilatory



The new liquid depilatory of The Odorono Co., Inc., New York, a subsidiary of Northam Warren Corp., has many desired advantages according to reports from the makers, among which are its tendency to actually delay and weaken the next hair growth, to remove the hair within a very few minutes, and its mildness and pleasantness to use.

Loose Powder Compacts — Dorothy Gray

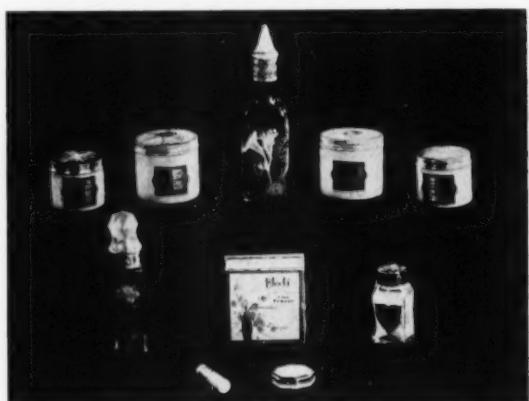
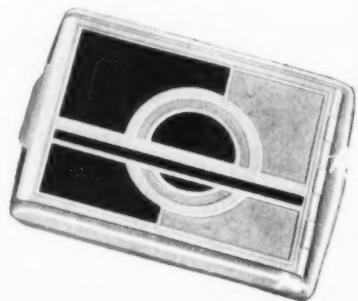
A unique loose powder compact is the latest addition to the Dorothy Gray line. The outer case is an attractively shaded blue enamel from light to dark in four distinct sections. The powder is inserted from the back of the case and two springs meeting as the case is opened wide operate to force the powder through groove like openings.



Three very attractive Christmas combinations have been beautifully boxed in pink velour paper with silver pipings, and lined with a softer and more delicate shade of pink velvet. They are combinations of the Dorothy Gray double compact and lashlique; the powder compact and lipstick and the powder compact and rouge compact. Another combination is the new compact with a box of Gray face powder.

Fair-est Double Compact

The Fairest Co., New York, a subsidiary of the newly formed Groville Sales Co., has recently presented a new double compact, containing "Fair-tone" face powder, rouge, —light or medium— and two puffs. The case is made of a plastic material and enamel in two designs and four color schemes, red and gold, green and gold, red or gold and black.



Perfume Powder of John Blocki, Inc.

Perfume powder, a product of the John Blocki, Inc., Chicago, is a powdered scent used as perfume on the skin in tiny touches. The company described it as dainty, lasting and will not stain clothing. "La Riviera Perfume Powder" is packaged in crystal jars, cellophane wrapped in appropriate gift boxes.

The "Esprit d'Amour" toiletries have also been repackaged. These consist of face powder, creams, soaps, toilet waters and perfumes and are depicted in the above illustration which shows the artistic jars and bottles of the line and the unique effect produced in their bottle treatment.

The "Pine Board" Drug Store

*A New Problem for Both Dealer and Manufacturer
and How It Is Being Met*

by Leroy Fairman

THE great State of California, famed the world over as a veritable cornucopia of amazing phenomena, has of late come forward with a somewhat disturbing commercial prodigy known as the "Pine Board" Store.

This retail establishment derives its name from the fact that its shelving and other interior trim is made from the humble and inexpensive pine, in place of the customary shining mahogany and plate glass mirror. Its advent marks another stride, and a very long one, toward the drugless drug store. It first made its experimental appearance about two years ago; in numbers and in volume of business done it has now assumed proportions which entitle it to be called a movement instead of an experiment.

In its early stages the pine board store was confined, numerically and geographically, to a few groups of stores and one considerable chain in lower California. Now anyone who attempted to compile a directory of such establishments would have his work cut out for him. Said one man to whose business the pine boards present a troublesome problem: "I've no idea how many of these stores there are. They are hard to locate and hard to classify. Aside from well-known groups, large enough to take advantage of mass buying and other chain or co-operative economies, individually owned stores are cropping up every day which have some, if not all, of the pine board characteristics. Some of these are independent drug stores which have 'gone' pine board. Others are new enterprises. Geographically, the stores now spread north through Oregon and Washington, and are creeping eastward. I shouldn't be surprised to find quite a number of them in the Middle West. As to whether they will eventually spread all over the country, your guess is as good as mine."

The rigid economy which is the outstanding feature of these stores does not stop with the pine board. They are all middle-of-the-block stores, thus avoiding the excessively high rentals which corner locations bring, even in comparatively small towns. The windows are used for the lavish display of merchandise, attractively priced. There are no show cases, except those absolutely necessary for the protection of a few items of delicate or expensive merchandise. Open display is used to the limit; the whole store is one solid bargain counter.

The pine board store operates no prescription department. It does not carry such slow moving items as hospital and sickroom supplies. It seeks to confine its stock, insofar as possible, to such fast moving merchandise as will permit a complete turnover in 30 days.



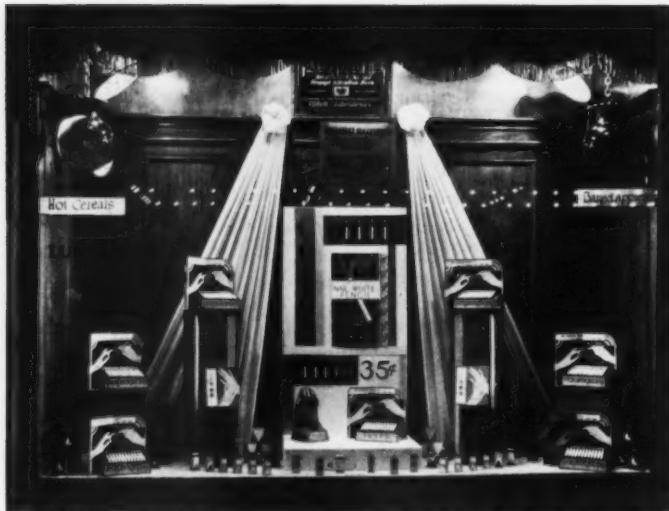
Most of the pine board stores carry a very complete stock of cigarettes, cigars and tobacco, using the goods as bait, and making little if any profit on them. They sell the regular drug store sundries that move rapidly, a great many minor sundries of the kinds that sell on sight, candy, sporting goods, and non-alcoholic beverages and the "makings" for home brew. Cosmetics and proprietaries are as a rule limited to the fast selling, popular priced brands.

Every attempt is made to avoid the heavy investment and expenses incidental to the establishment and maintenance of the ethical type of drug store. A representative of one of the groups of pine boards told a reporter for the *American Druggist* that in no case had they spent more than \$2,500 for store installation—window front, tables, counters and showcases included. This is about 10% of the money that goes into the equipment of the average downtown drug store. Salaries of store managers and clerks average 3% of sales—a low figure made possible by fast selling goods, intensively merchandised and so arranged as to eliminate useless steps. The managers work on a salary and bonus arrangement, receiving at the close of the year 5% on net earnings and 1% on increase in volume. The clerks receive from 2% to 5% commissions on specified lines and items, in addition to salary.

The pine board group representative mentioned is also responsible for the statement that they operate on a 13% expense account, inclusive of rent, advertising, salaries and all incidentals, that the gross profit averages from 18 to 20% and the net is 7%. Thus, in economy, they make the usual type of chains look like spendthrifts; as a rule the latter have an expense account of at least 25% and must maintain a profit of at least 30% in order to pay dividends on the stock issues underlying their financial setup.

In view of the extraordinary nature of their merchandising tactics, one would expect the pine boards to meet with all kinds of trouble in buying. They have. But thus far they have squirmed triumphantly out of every corner into which they have been driven.

In most cases, mass buying for groups of pine boards has made it possible and profitable to buy direct from manufacturers; here they have encountered difficulties which will be described later. There are, of course, certain items and lines of merchandise which are more conveniently—if not necessarily—bought through jobbers; but many jobbers, yielding to the protests of their established trade, have refused to sell to the pine boards. In these circumstances, the pine boards make deals with friendly neighborhood druggists who do their jobber buying for them, in turn for the privilege



A RECENT WINDOW BY NORTHAM WARREN CORP.

of securing, at their list prices, goods which the pine boards buy direct from the manufacturers. Another source of supply is the big city brokerage houses, from which the pine boards buy in large quantities, parceling out surplus goods among their friendly enemies in the ranks of the established ethical druggists.

Even when the jobber is of the class which will sell to all comers it sometimes happens that a manufacturer who has declared war against the pine boards refuses to permit his goods to go to them through the wholesalers. Here again the New York or Chicago brokerage house becomes the source of supply, and the manufacturer, finding that the pine boards are getting his goods anyway, generally yields to the importunities of his salesmen and sells them direct, leaving the jobber out in the cold. And some jobbers, it is said, disregard the imperative contrary instructions of the manufacturer, sell the pine boards what they want, and bill the contraband merchandise as sundries.

As might be expected, the embattled ethical druggists of California have refused to submit quietly to this new and devastating form of composition. The welkin of the Golden State rings and reverberates with their violent protests, and their associations have wherefore and resolved no end. The California Pharmaceutical Association and its local affiliates have appealed loudly to the manufacturers of the goods which the pine boards use as loss leaders, or price-cutting baits, urging them to see that no pine board secures their goods from any source. Last spring W. Bruce Philip, secretary of the Retail Druggists Association of California, conducted a survey of the selling status in the regular drug stores, of the products chiefly used by the pine boards as price-bait. These products are Bayer's Aspirin, Coty's Face Powder, Gillette Blades, Kotex, Listerine, Liquid Petrolatum, Lysol, Palmolive Shaving Cream, Pepsodent, Petrolagar and Phillips Milk of Magnesia.

The letter which Mr. Philip sent to the manufacturers of these and other products stated that his survey

showed that the sale of the products named in ethical stores had dropped sharply; that ethical druggists were substituting other goods for them and were discontinuing their display. Said Mr. Philip, "I am convinced that 90% of every million dollars worth of sales made by the cut-rate pine board and predatory price cutter is diverted and not new business . . . every million dollars worth they sell kills from a quarter to a million dollars worth of possible sales that could be made on your preparations."

Needless to say, if Mr. Philip's conclusions were correct, this would be a very serious condition. Some allowance must be made, in all probability, for his pardonably fiery indignation. It would be very difficult to prove that price-cutting creates no new business or antagonizes the consumer, or that the intending purchaser of one of the products named above is easily switched to something else.

The manufacturers appealed to have not been altogether deaf to the cries of the injured. Lehn & Fink, who have been carrying on an anti-price-cutting campaign for the past year, have supplied ethical druggists with a series of posters, enlivened by spirited cartoons and carrying strong messages against the pine boards. Lambert Pharmacal Co. has not only announced a complete divorce from the pine boards, but has published a series of big advertisements in the California newspapers assailing the methods of the pine boards and urging the public to stand by the old line drug stores. The slogan at the bottom of the Lambert advertisements is, "Trade at Dependable Drug Stores. You'll Get What You Ask For." Drug, Inc., with its formidable list of popular proprietaries, also announces that it will have no dealings with the pine boards.

Much sound and fury, pro and con, up and down the whole line of battle. How much does it all signify, and what will be the outcome?

I talked at length with a man whose business brings him into close contact with all branches of the drug trade; a man whose judgment I believe to be exceptionally good, and who has lately returned from a trip in the course of which he discussed this pine board situation with quite a number of interested manufacturers. This is the gist of what he said in reply to my questions:

"Some of the manufacturers I talked with expressed themselves as strongly opposed to the pine board idea and stated their intention of refusing to allow their goods to get into the stores if they can help it; others regarded the movement as simply one more phase of the cut-price drugless drug store, and as such, probably inevitable, and probably permanent. There is nothing like unanimity of opinion."

"Personally, I doubt now and always have doubted the full sincerity of the manufacturer who ostensibly strongly favors the price maintenance principle. Some are doubtless sincere, but most of them, I believe, are

(Continued on Page 493)

Algerian Geranium Oil

A Description of the North African Industry

by Dr. Ernest S. Guenther

Chief Research Chemist of Fritzsche Brothers, Inc.

HIGHER and higher our car climbs the steep and curved streets of Algiers. Below we leave the noisy, sunbaked port behind the hot business center with its hotels, modern office buildings and European streets in which natives in turbans and white burnouses and veiled women mingling with the white population remind us that we are in North Africa. Otherwise the sidewalk cafes and brasseries might give the impression of a big seaport in Southern France such as Marseilles or Toulon. We drive through Algiers' new suburbs extending in a beautiful, wide, semicircle on the steep hill-sides enclosing port and bay. Every house here seems new and it looks as if during the past few years there had been a rapid and extensive development of building. New construction on all sides—modern apartment houses clinging to the hill sides; buildings six and eight stories high springing from the rocks, a mixture of European and Oriental architecture; the whitewashed houses with balconies facing the sea.

We reach the crest of the hill. Like an immense and grandiose amphitheatre, Algiers lies around the bay which is bathed in the splendor of a June day giving in limpid brilliant softness, in haziness of contour, the aureate effulgence of the true south.

Again a new and beautiful city is born in the cycle of the eras on this ancient shore of North Africa which has seen Carthage's Rome's and the Islam's might and glory rise, rule and fade. "Algiers, the White," kissed by an eternal sun, caressed by the waves of the blue Mediterranean, blessed by a benevolent climate and endowed with rich and fertile soil; once the granary of the Roman Empire; Algeria, resurrected, is destined to a new role in mankind's history.

We pass beautiful estates of Algiers' wealth hidden

behind a bulwark of creeping geranium, red oleander and blue bougainvillesa.

Over the top of the hills, an excellent highway leads south, into the open country. The landscape changes and the rich estates of Algiers' suburbs give way to quaint villages. Were it not for the native Arabs working in the fields or squatting in front of their dwellings we might believe ourselves in Southern France, so closely reminiscent are these hamlets of the Motherland.

Yet there is a fundamental difference between the two brought about by historical developments. While villages and fields of Southern France appear old, somewhat worn out and often neglected, everything in Algeria gives the impression of newness, of energy and of care. Algeria has been settled by white colonists for only a short time. It is just 100 years since the French army landed in North Africa and taking foothold in Algiers expanded in one grand adventure. Continually battling fierce and fanatic Arabic tribes, fighting against climate and disease, colonizing every foot of land, pushing the ever-expanding frontiers far back into sand wastes of the Sahara, France today boasts of a well-administered colonial empire in North Africa, second to none, immense, and full of possibilities for the future.

The Northern Provinces of Algeria, north of the Atlas Mountains running parallel with the Mediterranean coast are splendidly colonized. Modern towns and villages make the traveler forget that he is in Africa. Very much as in California, agriculture is beautifully developed. The climate is ideal. South of the Atlas the great desert begins and there the struggle for colonization still goes on. Artesian wells create fertile land from desert sand; splendid roads are being constructed leading right into the Sahara to-



IN THE HARBOR OF ALGIERS



ALGIERS FROM THE HARBOR

ward famous oases such as Biskra, Tougourt, etc. It is already possible to traverse the Sahara by car and to penetrate the very heart of Africa without too much inconvenience to the traveler.

Near Blida, a village town in the Metitja Plain and important center of geranium oil production, a sign on a crossroad reads, "Niger: 3000 Km." It is a virgin country just beginning; a land full of adventure, dangers and possibilities—fascinating as the American West of one-hundred years ago. The interior holds space for immense future wheat fields; heavy timber forests of oak and pine on the cool heights of the Atlas Mountains, snow covered in winter, await the pioneer; picturesque oases inhabited by Arabs, the true Orient of our imagination attract tourists to come by car and bus. Slowly and gradually the boundless wastes of the Sahara are made accessible. In the southwest near the frontier of Morocco and in Morocco the fight with the fanatic Tuaregs and fierce Rifians still rages. There the Foreign Legion, France's most glorious regiment, is engaged in a continuous and merciless struggle, performing deeds of bravery and heroism of which the world never hears. On the automobile map of Michelin these regions are marked "Zone d'insecurité" and entering there the incautious tourist risks being massacred in a somewhat unusual and rather cruel fashion.

The Metitja Plain where nine-tenths of the Algerian geranium oil is produced lies about fifteen miles south of Algiers; a plain stretching sixty miles from east to west and fifteen miles from north to south. It is flat and very fertile, evidently an ancient dried-out sea or lake bed, bordered on the north by the

coastal hills of the Mediterranean with the city of Algiers lying on the seaside slopes, and on the south by the high mountain chain of the Atlas.

Coming from Algiers and crossing the coastal hillside a good asphalt road descends. From the crest of the hills we catch a splendid view of the Metitja, a wide plain covered by dense green vegetation, luxurious gardens, straight rows of vineyards, extended geranium plantations and olive groves. It stretches far to the west to the distant hazy horizon. In the south it is walled in by the yellowish, brilliant contours of the rugged Atlas Mountains. From the radiant and luminous blue sky the sun blazes in the hot summer morning and promises another day, hot and cloudless, as they pass in a seemingly endless series.

Driving through the rich vegetation we marvel not only at the blessed soil and climate, but also at the industrious toil with which the farmers attend this paradise. The Metitja is Algeria's most fertile soil, its model garden and granary. The ground is expensive here and every foot is cultivated.

Less than one-hundred years ago this plain was the scene of many a skirmish between the invading French troops and the Arabs, gallantly defending their native soil. Every hamlet had to be taken in hand-to-hand fight and today in the market places of the villages still bearing their original Arabian names, monuments symbolize the heroism of soldiers who long ago gave their lives for the glory of France.

After the conquest by arms another struggle, not less heroic and surely more cruel and deadly set in. It was man's fight against disease, typhoid and malaria, taking a heavy toll of the immigrating colonists.



A VIEW BACK TOWARD THE HARBOR

White settlers came from the motherland, particularly from Alsace, after it was separated from France and united with Germany in 1871. They also came from Switzerland and later, but in great numbers, from Spain and Italy. Some of the villages have retained their original Alsatian character and the old Alsatian idiom is still often heard. For many years, the Metitja Plain bore the reputation of having a murderous climate but finally spreading knowledge of sanitation and hygiene conquered those foes of progress and today the Metitja is a garden paradise; a huge model agricultural farm.

The excellent soil combined with a warm and ideal climate grows almost every conceivable form of produce; extended wheat and other grain fields, splendidly cultivated vineyards with French vines grafted on American stock; fine olive groves rivaling those of Andalusia, groves of lemons, oranges, mandarins, Japanese prunes. Neroli bigarade trees grow very well and on account of the less fickle climate bloom much longer and are less exposed to frost than those in Southern France. Almond, date and fig trees add to the variety. Tobacco is cultivated successfully and two-thirds of the crop is bought up every year by the French Government. Willows, cypresses, eucalyptus, platani, cedar and pine trees protect the fields from wind and give the country an aspect of richness and beauty combined.

Geranium was introduced in Algeria about sixty years ago. The first plants came probably from Grasse and were planted in the regions of Cheregas and Chebli; later they expanded to the Metitja Plain. Nowadays cultivation of geranium in the Metitja is carried out by the farmers. They not only grow the



VIEW IN THE ATLAS MOUNTAINS

plants on their own fields, but they also proceed with the distillation of the plants in their own distillation places. These are usually well up-to-date consisting of one or several batteries of steam stills, their number depending upon the size of the farmer's geranium fields.

The fact that the colonists distill their own plant material and do not have to purchase wild plants from plant cutters such as is the case in Spain or in the French lavender regions, greatly amplifies and benefits the geranium oil industry in Algeria. Fraudulent profits on the part of plant cutters—quite regular in the lavender regions—are thus eliminated and the geranium oil producers is in a position to calculate his cost price more readily than the Spanish or French lavender oil distiller.

After studying the essential oil industry in Spain, Southern France, Sicily and Bulgaria, suffering primarily from complete lack of centralization, the visitor traveling for the first time through the Metitja Plain is most favorably impressed by the co-operative character of the Algerian geranium oil industry. Everything is concentrated on this one relatively small plain; the farmers grow and distill their own plant material and not satisfied with this they have of late organized into geranium co-operatives which practically control the whole industry. Thus they have an effective means of increasing or decreasing plantation and distillation according to forecasts of the demand. They are in a position to offer a united front against foreign buyers and consumers. In this respect, too, the Metitja Plain reminds us of California with its well-organized



THE METITJA PLAIN, HOME OF GERANIUM

citrus industry. Boufarik and nowadays, even more, Blida are the centers of the geranium oil industry in Algeria.

The biggest Geranium Co-operative in Algeria is the "Geranium Coop de Oued el Alleug" which was founded in 1925, a year of heavy decline of geranium oil prices caused by over-production (150 francs per kilo in 1925 as against 250 francs per kilo in 1924). It was created with a view toward stabilizing prices of geranium oil and keeping them at a level high enough to avoid losses for the producers. To be sure, the co-operatives never distill oil; the oil is always produced by the farmers in their own stills from their own plant harvest. The co-operatives only take over the oil from the farmer after having made an advance payment of 100 francs per kilo. They bulk the various lots of incoming oils and store them for several months in order to improve their quality.

This year, 1931, has seen an alarming decrease in the production of Algerian geranium oil. In 1924 prices of oil of geranium mounted to 300 francs per kilo and this induced the farmers to extend their geranium acreage. Since 1926 there has been an almost continual decline in the production of oil due to the fact that geranium plantations do not last longer than six to seven years. Yield of oil per acre decreases with every year. The plantations started in 1924-1925 are now old and practically exhausted and yield only very little oil. This year only about 25 tons of oil were distilled as against 30 tons in 1930, 60 tons in average and 120 tons in good years. In fact, it seems that at present colonists are rather inclined to replace the old geranium plantations with grapes because vineyards last from 20 to 25 years and even longer and are more profitable than geranium plantations can hope to be.

The ground in the Metitja Plain is now too expensive (about 15,000 francs per hectare) to allow of such relatively short-lived cultivation as geranium. Algeria produces excellent wines rivaling in richness of flavor those of Bordeaux (Bordeaux Blanc) although somewhat more dry. The French Motherland has in late years suffered from the effects of over-production of wine; particularly from the severe competition of Algerian wine. At about the time of the last geranium harvest a law was considered in the French Chamber of Deputies limiting wine production in France and the colonies and imposing a quota as to extent of acreage on each grape grower. While this law was under consideration every grape grower tried his best to expand his vineyard as much as possible and for this reason some farmers pulled out the old and now practically worthless geranium plantations and replaced them with grape vines.

This will have a serious effect on the future and there doubtless will be within the next two years a shortage of Algerian geranium oil. So far the general world depression has kept the prices of oil of geranium Algerian down because there was relatively little demand, but as soon as the world economic situation improves, Algerian geranium oil should be one of the first oils which may be expected to increase in price.

(To Be Continued)

R. H. Davis Heads N. W. D. A.

ROBLIN H. DAVIS, president of Davis Brothers Drug Co., Denver, was elected president of the National Wholesale Druggists Association at the close of the annual convention of that organization in Atlantic City the week of October 18. Mr. Davis has been active in association affairs for many years and is one of the most popular members of the organization. With him were chosen the following officers: 1st vice-president, Henry Bowerfind, Fort Wayne Drug Co., Fort Wayne, Ind.; 2nd vice-president, Allen Berry, McKesson-Berry-deMoville Drug Co., Nashville, Tenn.; 3rd vice-president, Charles A. Loring, Gilman Brothers Drug Co., Boston; 4th vice-president Lee W. Hitchins, Hazeltine-Perkins Drug Co., Grand Rapids; 5th vice-president, P. A. Hayes, Justice Drug Co., Greensboro.

The association went on record as opposing the promiscuous offering of free goods, although approving free deals of easily saleable standard merchandise. The association also criticized the tendency among certain manufacturers of toilet goods to cut profit of wholesalers and retailers and announced its intention of "vigorously resisting uneconomic and unfair profiteers" on the part of such manufacturers.

Granting extraordinary concessions or discriminatory terms to favored buyers was declared by the convention to be "an unfair trade practice." It was also decided to revise and re-issue the association's book "Distribution through the Drug Trade."

The office of Honorary President was created and its first occupant was chosen in the person of William J. Mooney of the Mooney, Mueller, Ward Co., Indianapolis. A resolution opposed the proposition of uniting trade associations in various fields under Federal auspices as proposed by Gerard Swope and other business leaders and another resolution was adopted for a survey of the extent of government interference with private business to the end that such interference be eliminated.

One of the most interesting addresses from the standpoint of toilet preparations was that of William J. Schieffelin, Jr., who described the recent activities of the Department of Agriculture and the possibility of the extension of these activities to toilet goods. Mr. Schieffelin described the work done on labels for tooth pastes and the claims thereon and predicted that creams, lotions, hair preparations and the like might be next in line for censorship or governmental interference. He urged that curative claims be stricken from labels whenever possible.

Entertainment features were numerous and varied with golf easily holding first place among them. Numerous prizes were awarded for the annual tournament. The ladies' entertainment program was equally attractive. H. J. Schnell had charge of entertainment arrangements.

Divided Kingdom

"Who is really the boss in your house?" inquired the friend.

"Well, of course, Maggie assumes command of the children, the servants, the dog, the cat, and the canary. But I can say pretty much what I please to the goldfish."—Montreal Star.

The Production Man's Diary

By

Francis Chilson

More on Mixing Face Powder

Some time ago we reported in THE PERFUMER various experiments we had undertaken to speed up the mixing of face powder and to improve its quality. At that time the possibilities of the tumbling barrel type of mixer were discussed. Certain tests were made with a tumbler which separated the powder into sections and continuously poured the powder back upon itself as the barrel slowly revolved. These tests showed that although a very rapid mix could be achieved by this method, there was not sufficient attrition or impact in the falling powder to break up the multitude of minute lumps which are formed by the action of the perfume oils. Consequently these lumps though colored on the outside were still white within. Notwithstanding, we were convinced that some adaption of the tumbling barrel was correct in principle. If the mixer in question had had some form of agitating device to break up the lumps there would have been no question of its effectiveness.

Therefore, we concluded that a combination of a tumbling barrel with some kind of internal beater or agitator to break up the lumps would be the ideal mixer. This led us inevitably to the common ordinary power butter churn. Funny we hadn't thought of it before.

A power churn consists of a cylinder which contains rigid baffles and an agitator or pair of beaters which move with an elliptical motion. As the cylinder revolves, the beaters turn toward each other but in a direction opposite to the movement of the churn. The cylinder and the agitators may be driven at various speeds.

In operation the churn would be loaded from the side, the door sealed and the motor started. As the cylinder revolved, the baffles would carry the powder up and pour it back upon itself and also upon the beaters. The beaters would subject it to a tremendous beating and rubbing action.

We have not yet put one of these machines to a practical test but we can see no reason why they should not prove effective. What results we achieve when we have run a batch or two will be reported on later.

At the present writing all churns are lined with wood which increases their cost and would not be necessary for mixing powder. Wood might even prove a detriment as it might absorb too much of the color and the perfume and hence prove difficult to clean. It would appear that the cylinder and the beaters could be made of stainless steel.

The capacities of churns range from a few cubic feet up to several hundred, so that there would be no difficulty about selecting a size for varying quantities.

Obviously they could not be used for mix crystals like bath salts as the crystals would be pulverized. It might even be possible, however, to find other uses for such machines such as the mixing of pastes—pro-

vided that the material did not stick to the baffles and prevent thorough mixing.

Your suggestions would be appreciated.

For Bearded Women

According to that sprightly little booklet, *Closure News*, which holds forth in another section of THE PERFUMER, a molded safety razor designed for the feminine toilette has made its bow in England. It is now safe to predict that we shall soon see boudoir sets consisting of razor, petit brush, soap, after shave lotion and deodorant—all, perhaps, in a ritzy plastic box for milady's table. The first thing you know we production men will be wearing the unmentionables.

Water Distillation

There was a time when we felt that if the water in a given locality was pure, soft and filtered, there was no real necessity for distilling it for ordinary uses. But we have come upon so many troubles lately which led back to the water supply that we are becoming convinced that all water should be distilled as a matter of precaution if for no other reason. Filtration will remove all solid material but it will not remove dissolved chemicals and gases in solution, and these often are what causes the lotion or tonic to become cloudy on standing. Sometimes due to the use of undistilled water a fine precipitate appears, and in one instance we have seen a hard cloudy film or scum which formed on the interior of the bottles giving them a dirty look.

Some Observations on Liquid Soap

A good liquid soap should be clear, transparent, neutral, or nearly so, and of medium viscosity. Turbidity in soaps is caused usually by excessive hydrolysis, which may be inhibited by the addition of sugar or glycerine. Sugar, sodium and potassium chloride mixed together and added as a filler will increase the viscosity of the soap. Great care should be exercised in the selection of the oils and fats out of which perfumed liquid soaps are to be made. Instead of making the soap and adding the filler at once as is so often done, it may be advisable to age the soap for a few days before adding the filler. In this case the soap base and the filler should be filtered separately before both are mixed together and then the finished mixture should be filtered again. Given the right formula there is little difficulty in making a good liquid soap; and the right formula, can, moreover, diminish the time required in making it.

The Material Handling Show

This is just a reminder that the first "Material Handling Show" will be held at the Grand Central Palace at the end of this month. It is important that you do not miss it for you will be given a splendid opportunity to appreciate the significance of handling materials as it affects the cost of production. Times out of number have we visited plants that were efficiently equipped and well laid out, but the handling of materials was simply awful because too little attention had been given to it. Most of the stress in laying out a plant is placed on the handling of materials from the time it gets to the first processing machine, until it leaves the last one. What happens before and after is very often overlooked.

Editorials

The American Perfumer and Essential Oil Review

Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted and may be reproduced either in whole or in part only by special permission of the publisher.

Vol. XXVI. No. 9

November, 1931

Revenues and Taxes

THE fact that estimates of the Federal deficit have reached the astounding total of more than two billion dollars and that state and local jurisdictions are being called upon this year to raise additional revenues for relief of distress and for other purposes has again brought to the fore the question of taxation of toilet preparations. Projects are already under way in some of the states for the imposition of such taxes and a Federal tax is also a possibility by no means remote.

There are three methods of meeting or avoiding governmental deficits: economies, borrowing and taxation. The first, under our present method, is virtually impossible. The people have decided that the governments, Federal and local, should do certain things, maintain certain departments and enter upon certain constructive programs. These things need money for their accomplishment. Minor economies of one sort or another are possible and desirable but until the people consent to the abandonment of major projects in which they are interested, no balancing of the national and state budgets by economies is possible. There is no sign that the people are ready for anything of the sort. In fact, their demand for more and more appropriations by the various legislatures for projects of one sort or another, is growing rather than lessening.

The method of borrowing to meet current expenditures has been resorted to to some extent by the national government and with some degree of success. That is, money has been raised by short term borrowings and expended to meet current obligations. The method, regardless of its temporary success, however, is fundamentally unsound. All obligations incurred to meet current expenditures must be met sooner or later. Postponement of the

day of reckoning only makes the reckoning more severe when that day comes. A business concern which meets its current obligations by borrowing is on the road to bankruptcy. A government is on the same road although neither officials nor the general public are usually aware of the fact or ready to admit it.

There remains the method of increased taxes, not pleasant to contemplate but doubtless inevitable. Among the numerous methods of taxation which have been proposed are two which are of major interest to our industries. They are the general sales tax on all retail sales with the exception of possibly a few vital necessities of life, and the specialized sales tax upon so-called "luxuries" which would include, under present ideas, cosmetics and toilet goods.

The first of these methods seems to possess one decided advantage. The annual retail volume of trade in the United States is reliably estimated at above fifty billion dollars. Obviously, a comparatively small rate of taxation upon this huge business volume would suffice for revenue purposes. Of course, this figure would be curtailed considerably by the exemption of vital necessities in the way of certain foods and certain types of clothing; but there is no denying the fact that such a tax would raise a very large sum of money. This cannot be said of the companion proposal, the tax on "luxuries." Experience has shown that, while some revenue can be raised in this way, it would be insufficient to contribute largely to a balanced budget unless supplemented by other forms of taxation.

Taking up the disadvantages of the general sales tax, we find first that it violates a law long recognized by economists as almost fundamental. It is primarily a tax upon consumption. Such taxes, while they may be excused as exceptions or in emergencies, are based on false economies. Obviously, they would tend to discourage trade and commerce, and hence, if carried to extremes, would not only defeat their revenue raising purpose but would act as a destructive influence to business recovery and progress. Serious harm from a very small tax may not be an immediate danger but even such a tax would discourage business to some extent and open the door to higher rates which would be harmful in the future. Once such a tax is imposed, the difficulty of removing it would be so great as to be virtually impossible; and once additional revenues were available, the people, through their representatives would undoubtedly find ways to spend the money, even if it were not needed to meet a deficit.

Another well established principle of equitable

OUR ADVERTISERS

FLORA AROMATICS CO., INC.
New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
432 Fourth Ave., New York City.

GENTLEMEN:

For the past twenty years we have regularly subscribed for and advertised in "THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW." Not only have we found your service a helpful one from a financial point of view but we feel that by advertising in your paper we reach the most prominent and reliable concerns in our trade and thus, directly or indirectly, come in contact and association with those whose standard and ideals are unimpeachable.

Wishing you continued growth and success, we are

Very truly yours,
FLORA AROMATICS CO., INC.
E. SEEBACH.

taxation is that taxes should be placed where they will be the least burdensome. This is not the case with the general sales tax. The wage earner frequently spends his entire income and is able to save and accumulate nothing. As income increases, the percentage spent declines and the percentage which *must be spent* drops even more rapidly. The sales tax, accordingly, places a burden upon the entire income of the one least able to stand it and a progressively decreasing burden as the scale of income rises.

An effort to offset this is seen in the proposal to exempt certain vital necessities from the operation of the tax. This would undoubtedly remove a portion of the inequity but it would also tend to keep the wage earner from rising in the scale by placing a burden upon small luxuries which might raise his standard of living, and by putting beyond his reach articles to which he would seem reasonably entitled.

A third principle of equitable taxation is that a tax should be easy and cheap of collection. Here, possibly, the general sales tax faces its strongest objection. The tax would be upon retail sales. It would have to be collected by the retailer at the time of the sale or from the manufacturer or wholesaler before the goods were sold. The method of collection by the retailer is virtually impossible of execution. The number and character of retail outlets precludes any collection by them or any return from them to the source without a terrific overhead cost. Many retailers have no conception whatever of accounting or bookkeeping. Few would be able to install a system which would lead to accurate return or proper collections.

There remains the method of collecting the tax in advance on the retail price from either the manufacturer or the wholesaler. Neither of these now have any control of the retail price, nor could they

have under present conditions. Certainly the sales tax measure could not give them such control. In addition, collection of such a tax from these sources would be open to all the objections of the special taxes which prevailed during the war and which were found to be a troublesome source of annoyance, expense and difficulty at that time.

It may be urged in objection that the sales tax on gasoline has worked splendidly in various jurisdictions, has been easily collected, and has been a prolific source of revenue. This is admittedly true but the cases are not parallel. The method of sale of gasoline through recognized agencies lends itself peculiarly to the ready collection of a sales tax. A few other commodities, sold in a similar manner, would doubtless bear the tax and collect it in similar fashion, but they are the exceptions in the scheme of distribution. By far the greater proportion of business is not conducted in such a way and there is little likelihood that it ever will be conducted in such a way.

If any further objection were necessary it could be found in the readiness with which the tax lends itself to profiteering on the part of the retailer. No one would expect the retailer to absorb a tax of one per cent or even one-half of one per cent. How will he pass it on? Obviously, by increased prices. Does anyone anticipate that prices will be increased by just one cent on the dollar? If so, he is indeed an optimist. Nor will competition compel this. We saw how war taxes were passed on four or five fold. The sales tax would speedily show us how peace taxes are multiplied in the same fashion.

The exemption feature of the proposal has been spoken of as an advantage. It will also be a disadvantage. Just how far such exemptions would operate awaits the introduction of a specific measure. That all common food products and much clothing sold in the cheaper brackets would be exempted is obvious from a study of the proposals of those who advocate the measure. The wider the band of exemptions, the narrower would be the application of the tax and the greater would be the burden on those industries whose products remained in the measure. Even the exemption of the articles referred would greatly decrease the base of the tax and bring about a corresponding increase in the rate needed to raise the required revenue. Carried to extremes, and some legislators would make every effort to do just that, the general sales tax would degenerate to a special tax on the so-called "luxury" industries with all the disadvantages inherent in such taxation.

It is unnecessary to warn readers of this journal of the dangers of special taxation against the toilet preparations industry. They passed through a period of stamp taxes during and after the war which has convinced them that such taxes are inefficient as revenue raisers and inequitable and troublesome in collection. Every manufacturer is willing and anxious to co-operate in an effort to prevent their re-enactment.

It is scarcely necessary here to go into the other methods of taxation which may take the place of the general sales tax. There have been several pro-

posals, each of which will be burdensome to someone. Was there ever a tax which was not burdensome to someone? Our readers should study these proposals along with the sales tax. If possible they should attempt to divorce their own private interests from this consideration, studying each proposal in relation to its revenue raising possibilities and its ultimate effect upon the general business structure and the toilet preparations industry.

The best way to insure an unjust and undesirable tax is for each individual to consider only his own interests and not those of the general business community. A careful and, if possible, dispassionate study of all proposals should place manufacturers of toilet preparations behind a measure which will be the least burdensome and the least destructive to business. Such a united front will be eminently desirable during the coming months.

American Cosmetics Abroad

ONE of our recently returned travelers came back greatly impressed with the permanent exhibits of European products which he saw at various points on the Continent. These displays, he believes, are potent influences on the buying habits of those who see them. They at least influence the first request of the consumer whether or not they have a lasting influence on final sales after the almost inevitable "switching" tactics of the retailer.

Influenced by these permanent displays, he suggests that leading American manufacturers of toilet preparations band together for a permanent display or displays of their goods in Europe, located at some convenient center of trade and tourist travel. Of course, there are numerous difficulties in the way of such an undertaking, but none of them seems insurmountable. Certainly, the good which might be accomplished in spreading American toilet preparations in a territory in which they have not made much progress for perfectly understandable reasons would be well worth the effort and expenditure needed to initiate the display. Here is another project awaiting co-operative effort along constructive lines.

Jamaican Exports of Essential Oils, First Half of 1931

Exports of essential oils from Jamaica during the first six months of 1931 amounted to 4,468 imperial gallons valued at \$30,371. Overseas shipments during this period were composed of 3,958 gallons of orange oil valued at \$22,903, 112 gallons of lime oil worth \$4,636; and 398 gallons of pimento oil having a value of \$2,832. Orange oil exports were destined principally to the United States, Great Britain, and France, sales to American consumers totaling 2,774 gallons valued at \$11,406. The major portion of the lime oil exports were shipped to Great Britain with the United States leading purchaser of pimento oil, taking 291 gallons worth \$2,037 during the period.—(Vice-consul G. A. Cournoyer, Kingston).

Senator Charabot Urges Co-Operation

GRASSE, November 6—Regarding the recent proposals made for stabilization of flower crops and the establishment of regulations to cover the flower and perfume plant industry, we learn that a meeting was held recently at Grasse by the Syndicat des Parfumeurs Distillateurs upon the call of M. Dreyfus, Member of the Chamber of Deputies, sponsor of the proposals and chairman of the "floral group" in the Chamber. After a brief explanation of the proposals by M. Dreyfus, Senator Eugene Charabot made a spirited appeal for solidarity and co-operation which should exist among the growers and the perfume material producers. At the close of the discussion, the gathering decided to create a commission of ten members, half nominated by the manufacturers and the other half by the co-operatives to study the problem carefully. This commission will complete its studies before the Parliament reconvenes and will then co-operate with the "floral group" in the Chamber of Deputies. Senator Charabot has just been elected Conseiller Générale of the Canton of Breil.

Canadian Industry Appeals for Lower Excise Valuation

A direct appeal to the Canadian Commissioner of Excise for a lower valuation on toilet waters for excise taxation has been made by a committee representing the Association of Licensed Manufacturing Perfumers of Canada. The committee consisted of Robert Minty, Thomas Haugland, and G. Henri Marceau. It asked for a reduction of the present \$3.75 valuation on toilet waters, contending that this valuation had been fixed by the government at a time when essential oils and other ingredients for their manufacture were high in price. The committee pointed out that the value of all these products had been materially reduced during the last year. It also pointed out that the present demand from the consuming public was for moderate priced goods and that these could not be produced under the present valuation. No decision has as yet been reached by the Commissioner of Excise, but he has expressed himself as favorably impressed.

Procter & Gamble File Rehearing Application on Whale Oil Decision

Whale oil rendered on board a foreign vessel on the high seas and brought into the United States was held in T. D. 45099 to be imported from a foreign country and dutiable under the Tariff Acts of 1922 and 1930. Procter & Gamble Manufacturing Co., Cincinnati, Ohio, in Suit 3488 contend that the Customs Court erred in holding that the oil in question, having been produced on a Norwegian vessel, was produced on Norwegian territory and that therefore this case involves an importation from a foreign country. It is contended that the Antarctic Ocean is the property of no one nation, and it was an error to hold that ships at sea and the property in them are a part of the country to which they belong. The company therefore claims that the whale oil should be admitted free.

Handling Small Orders

Plans and Suggestions for Cutting the Costs of Packing and Shipping Goods

by Francis Chilson, Consulting Production Engineer

IN normal times one of the most troublesome, profit-eating problems that the industry has to contend with is the handling of small orders. Some houses, such as those which do a mail order, direct-to-consumer business, have nothing but small orders to contend with; but as their organizations are set up to handle this type of order particularly, they have less difficulty than the houses which have a jobbing or a direct-to-retailer business, where small orders, though numerous, are really incidental.

Recently, the writer was called on to make an investigation of high shipping costs for a well-known firm most of whose business is done through jobbers. Analysis of the orders revealed that the company received an average of 2,500 orders per month, of which 400 brought in 80 per cent of the sales volume in orders that exceeded twenty-five dollars each. The other 2,100 orders, accounting for only twenty per cent of the volume, averaged less than twenty-five dollars each—hundreds of them ranging from three to five dollars.

Right here was the answer to the high shipping costs. It was found that many of the orders were for special parcel post shipments of slow moving and specialty items, which the distributors would not carry in stock, preferring to send in rush orders for them whenever they had demand for the particular numbers. There was nothing the company could do about it because it did not want to incur ill-will by refusing to sell less than standard packages or refusing to ship orders of less than a certain amount.

This condition is not confined to one house; it is characteristic of most. One company, indeed, employs messenger boys so that it can service its customers on rush orders all over the metropolitan area.

Whether the number of small orders could be cut down by judicious merchandising, this article will not attempt to say. Taking the condition as it is, we shall examine certain of the devices that were employed to cut down the cost of packing and shipping such orders without attempting to decrease their number.

Beginning in the office, a small order takes as much clerical work as a large one. The order must be typed, priced, extended and posted in the customer's accounts. In the stockroom the order must be specially packed either for express or parcel post shipment (usually the latter), and both packing and carriage charges are proportionately greater than is the case in handling large freight shipments.

The handling of small orders in the stockroom is a troublesome problem because so many of the standard packages that are sent in from the production floor must be broken open. Here, incidentally, lies one cause

of error, because, if the stock clerk happens to be in a hurry and forgets to mark the broken box it is very likely to be shipped out later as a full one. If on the other hand the broken box is left open, dust accumulates and in time some of the containers become too soiled to send out at all. One way to speed up the laying up of small orders is to create a section for them in the stockroom. This section should contain some of every item in the line so that the small orders can be segregated from regulars and packed in this division.

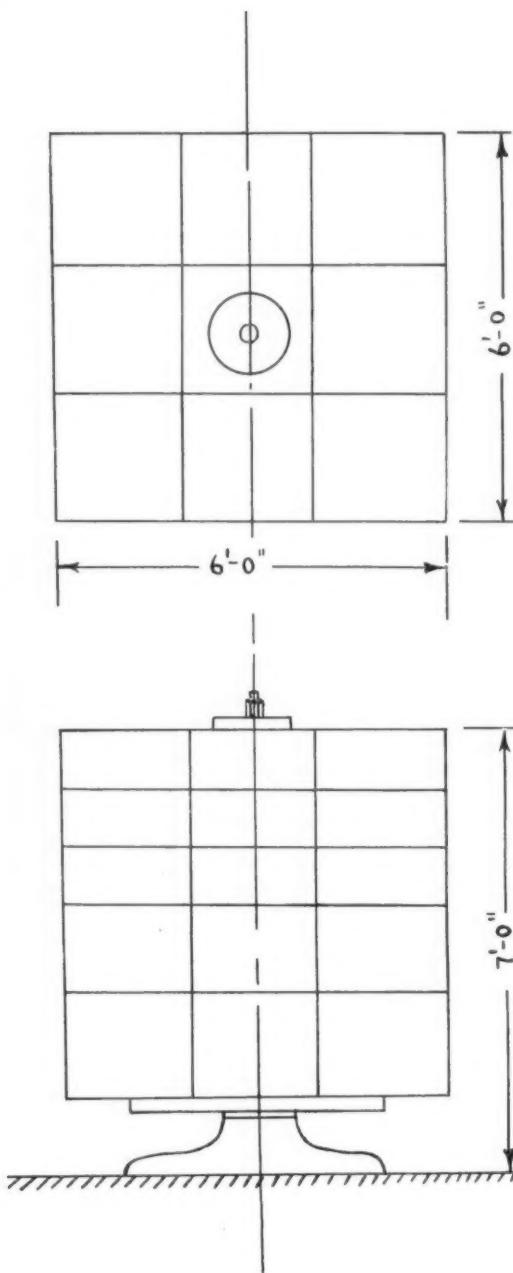
Another handy device is the carousel, which consists of a revolving unit containing small bins. This enables the stock clerk to stand in one position and lay up small orders in their entirety by simply turning the bin to whatever item is required. They are constructed with the large bins at the bottom and the rouge and lipstick bins at the top. Naturally they must be replenished frequently from regular stock.

Such a carousel to be effective must be located somewhere near the packing table so that the stock clerk does not have to take extra steps to get whatever broken lots may be needed for his orders. If the broken lot storage, whether in a carousel or not, is not properly located the stock clerk will inevitably continue to break into standard packages to get whatever odd items he needs as he lays up the orders. The efficacy of such a device or such a plan depends entirely upon layout.

When the bulk of the business consists of small orders for individual items, there is no question of the efficacy of the carousel as a time-saving device, particularly when the individual packages are small. They have been used for years in the hardware industry for tool and parts storage.

Another handy device in the stockroom is an order truck fitted up so that several orders can be laid out on it at one time. Such a truck must be carefully built; it must assist the stock clerk, not hinder him, as they so often do. It must be capable of turning in its own space so that it can easily be spun around and maneuvered in the aisles. And most important of all—and in the lack of this lies the reason why order trucks often fail to prove useful—the truck must be provided with a clip board, so that the stock clerk can take his orders along with him to check off as he lays them up. If he has to run back to the packing bench every few minutes to refresh his memory, the usefulness of the order truck is completely nullified. Such a device must be convenient to use or else the stock clerk will find it easier to lay-up his orders in the time-honored fashion by the armful. One of the large mail-order





WORKING DRAWING OF CAROUSEL AS DESCRIBED

firms uses these trucks as standard equipment. They consist of a series of tiers fitted up with movable trays for holding each of the individual orders. As the truck is pushed from one bin to another all the orders are laid up progressively and checked off.

Few manufacturers seem to realize the importance of conveniently designed packing tables and packing

benches. In a great many shipping rooms ordinary tables and benches are used with the result that everything the packer needs he must take unnecessary steps to get.

The packing tables should be constructed so that the packers never need reach far nor turn around to get excelsior, strapping, nails, wrapping paper, taping, marking pots or other supplies and tools. All of these can be placed in carefully designed bins located under the packing table. The strapping or cord can be placed on a pole under the packing bench itself, so that it may be reeled off as needed.

Packing materials should also be subjected to critical scrutiny. Security in transit is the first essential, lightness is the second, and neatness the third. Each class of packing materials has its own peculiar merit. Each is peculiarly fitted for a certain class of shipments. The manufacturer who has a staple as well as a small order business should have supplies of all of them. Then if the stock clerk uses good judgment in deciding how the various orders should be packed, he can lop off a sizable percentage from trucking, express and parcel post costs.

Again, the labor of packing should be as carefully studied and standardized as the operations on the production floor. No one in the world can kill time or soldier like a packer and yet be apparently very busy. As in everything else there is a right way to pack and a wrong way. Many companies use an immense amount of excelsior needlessly during the course of a year. Some shipments are almost all excelsior. Some packers stand at a case and tamp excelsior down with a stick until it becomes as hard as a rock. This not only wastes the time of the packer, wastes the excelsior, and increases the freight cost, but it destroys the resiliency of the excelsior and makes the goods more liable to damage.

Another thing that wastes time and excelsior is the use of cases that are too big for the shipment. This is sometimes unavoidable as it seldom pays to cut down a case. For this condition the remedy for the manufacturer whose shipments are extremely diversified, lies in carrying an inventory of many different sizes of corrugated or fibre cases.

For local and metropolitan shipments, the motorized or portable stockroom has not been given sufficient study by this industry. In the application of this device for cutting costs, the larger firms would do well to emulate candy manufacturers who long ago cut their distributing costs in the metropolitan area by simply sending out stockrooms on wheels. It has now become standard practice in the candy trade, and has since been adopted by many others, to fit out a delivery truck with bins containing the run of the line according to the sales analysis. In some cases a salesman rides with the driver, gets the order from the customer, writes it up and has it signed; and then the driver delivers the order from the stock in the truck. In other cases the orders are first collected by the salesmen, who turn them in at the office where bills are made out; these bills are then given to the driver, who delivers the orders from his stock in the truck, and has a copy of the bill signed as a receipt. This procedure eliminates all lay-up, packing and special

(Continued on Page 493)

Recamier Replies to Ayer Answer

THE Recamier Manufacturing Co., Inc., New York City, has filed its reply to the answer of Harriet Hubbard Ayer, Inc., in the suit between these two companies involving the right to the use of the name "Harriet Hubbard Ayer" as a trade mark. This reply seeks to controvert the statements in which the counterclaim was based, and generally and specifically denies many of these statements.

It particularly denies that the name "Harriet Hubbard Ayer" has come to mean to the public the products of Harriet Hubbard Ayer, Inc., and avers that it means to the public the products of Recamier Manufacturing Co., Inc., and its predecessors.

The most important section of the answer attacks the registration of the name "Harriet Hubbard Ayer" by the late Vincent B. Thomas and the transfer of this registration to Harriet Hubbard Ayer, Inc. The answer states that this registration by Mr. Thomas was invalid because in his application for the mark he knowingly made "false and untrue statements" regarding his use of the mark and his knowledge of its use by others, and, upon information and belief, that the registration was never properly conveyed by Mr. Thomas to Harriet Hubbard Ayer, Inc.

The reply further avers that Harriet Hubbard Ayer, Inc., in its circulars and advertising has claimed that the original formulas of the late Mrs. Ayer were the bases of its preparations which statements it says are untrue since Mrs. Ayer was never connected in any way with that company nor did she ever transfer the formulas to it.

The reply also recites some of the statements contained in the original complaint regarding the founding of Recamier Manufacturing Co., and its use of the name "Harriet Hubbard Ayer," and closes with a request that the court dismiss the counterclaim with costs.

Confesses Trade Mark Violation

Jean Vivaudou, New York, pleaded guilty in Special Sessions November 16 to a violation of Section No. 2354 of the New York State Penal Code. This section sets penalties for violation of trade marks.

The case was brought at the instance of Coty, Inc., and it was charged that Mr. Vivaudou had secured a large number of Coty bottles, filled them with inferior merchandise, and placed them upon the market. Sentence will be pronounced November 27.

Coty, Inc., desires to inform the trade that all of these bottles have been recovered, and taken off the market.

Cosmetic Imports Into China Decline

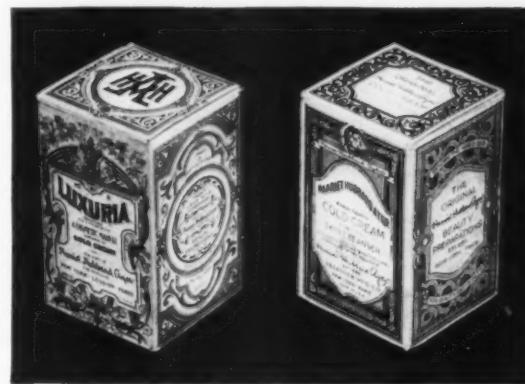
China's total imports of cosmetics and perfumes were valued in 1930 at \$1,390,486, against \$1,876,220 in 1929. Ninety-four per cent of last year's imports came from Hong Kong, Japan, France, the United States, and Great Britain. Japan's sales showed the greatest decline, from \$498,209 in 1929 to \$356,056 in 1930. British sales dropped off least, from \$106,419 to \$92,281. Imports from the United States in the two years were valued at \$266,705 and \$211,484, a decrease in 1930 of 21 per cent.

Ayer Sues on Imitation Claim

SUMMONS and complaint have been served in an action brought in the New York State Supreme Court by Harriet Hubbard Ayer, Inc., against Recamier Manufacturing Co., Inc., Recamier Trading Corp. and the Silver Rod Stores Inc., seeking an injunction, accounting and damages for alleged imitation of packages.

The complaint, which is supported by a large number of affidavits, recites the facts about the establishment of Harriet Hubbard Ayer, Inc., and asserts that the labels which it uses on its jars, tubes and boxes were adopted in 1911. It further recites that it has for many years placed upon the market a line of four complementary creams which have become well known to the trade and to the public through extensive advertising.

It states that in or about September, 1931, the defendant companies manufactured and placed upon the market a number of toilet preparations including



TWO OF PACKAGES INVOLVED IN SUIT: LEFT: HARRIET HUBBARD AYER, INC., RIGHT: RECAMIER MFG. CO.

creams, and adopted for these packages labels "in direct imitation of the boxes, tubes and labels used by Harriet Hubbard Ayer, Inc." It asserts that these packages of Recamier Manufacturing Co. and the other defendants are so similar to those used by Harriet Hubbard Ayer, Inc., as to be likely to deceive the purchaser. It further avers that the defendants sought by unfair phrasing of letters, telegrams and advertising matter of various sorts to induce sales of these products at cut prices, and that such acts on the part of the defendants were injurious to the good will of Harriet Hubbard Ayer, Inc.

The complaint further alleges on information and belief that prior to September, 1931, none of the defendants ever sold a complete line or ever sold four complementary creams. It states that Harriet Hubbard Ayer, Inc., has been damaged to the extent of \$500,000 by these acts of the defendants and asks the court to grant a preliminary injunction, a perpetual injunction and to order an accounting of the sales of the products of the defendants, and to assess such damages as may be appropriate under the circumstances. An order to show cause why a preliminary injunction should not be granted is returnable Nov. 24.

Growth in Toilet Goods Advertising

WAshington, Nov. 4.—The huge impetus behind sales of perfumes and related toilet requisites is graphically portrayed in a survey of lineage of national advertising compiled for the Bureau of Foreign and Domestic Commerce by Media Records, Inc., of New York City, covering the three years of 1928, 1929 and 1930.

Toilet requisites were shown by this survey to be one of the great national advertising factors. The study was confined to newspapers only in fifty selected cities and did not include retail store advertising, which includes an uncounted bulk of advertising aimed at selling toilet articles.

It also emphasized a point recently touched upon during an informal talk with an official, who noted the large volume of so-called medicinal advertising, which includes deodorants, that ordinarily are considered as toilet preparations, and pointed out that this has benefited toilet manufacturers directly in making the public more and more conscious of the desirability of using toilet preparations. He pointed out, as an instance, that men are constantly using more toilet articles such as talcum powder as a result of heightened interest in personal hygiene through reading advertising placed by the manufacturers of such medicinal products as deodorant preparations.

The survey of national advertising in newspapers showed that in the fifty cities covered—the fifty leading cities of the country—newspapers carried an average monthly lineage of 2,726,000 placed by manufacturers of toilet preparations in 1930. This 1930 monthly average represented a recession from the monthly average of 2,861,000 lines placed in 1929, but represented a substantial gain over the 1928 average of 2,390,000 lines. Incidentally, these lineage figures were not based on estimates, but on actual measurement of columns down to the thousand-line mark.

Medical advertising, much of which is of the type that the unnamed official held probably benefited toilet-preparation manufacturers in large measure, was found to be considerably ahead of toilet preparations, as in 1930 it averaged 3,655,000 lines per month in the selected cities. This, however, represented a considerable drop from the 1929 average of 4,536,000 lines per month and the 1928 average of 3,835,000.

Besides medical advertising, toilet goods also were exceeded in national newspaper advertising lineage by automobiles, financial, foods and beverages and tobacco. The food-and-beverage group, however, included an uncalculated but obviously large amount of advertising placed by flavoring extract manufacturers and other users of essential oils, which would raise measurably the total of advertising devoted to products the sales of which eventually redound to the benefit of dealers in essential oils.

The advertising survey, on which the above totals were based, was conducted by measurement of newspapers, both daily and Sunday, in Akron, Albany, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cleveland, Cincinnati, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Hartford, Indianapolis, Kansas City, Mo., Knoxville, Los Angeles, Louisville,

Memphis, Milwaukee, Minneapolis, Nashville, Newark, New Orleans, New York (including Brooklyn), Norfolk, Oakland, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Ore., Providence, Reading, Rochester, San Francisco, Seattle, Springfield, Mass., Spokane, St. Louis, St. Paul, Syracuse, Toledo, Tulsa, Washington and Worcester, Mass.

There follows a compilation of the monthly figures of toilet article advertising as described for the years 1928-1930:

	1928	1929	1930
January	1,915,000	2,742,000	2,432,000
February	678,000	3,765,000	3,163,000
March	3,345,000	3,580,000	4,323,000
April	3,323,000	3,340,000	3,674,000
May	2,968,000	2,816,000	3,404,000
June	2,294,000	3,113,000	3,123,000
July	2,250,000	2,498,000	2,985,000
August	1,949,000	2,316,000	2,055,000
September	2,129,000	2,963,000	1,841,000
October	3,831,000	3,723,000	2,590,000
November	2,605,000	2,303,000	2,140,000
December	1,388,000	1,167,000	985,000
Monthly average	2,390,000	2,861,000	2,726,000

Guerlain Secures Injunction

Judge Coleman in the United States District Court has issued an order in a suit brought by Guerlain Perfumery Corporation of Delaware against Tiffany, Inc., William J. Ferris and Ray Ferris. The case involved sale by the defendants of a powder made by compounding one hundred pounds of defendants' powder with one ounce of Guerlain's Shalimar extract and ten ounces of defendants' perfume.

The defendants had used a label indicating that the powder was blended with genuine Guerlain's Shalimar extract and "10% Tiffany Binder" and it proposed to use a label indicating that the powder was perfumed with genuine Guerlain's Shalimar extract one ounce and ten ounces oil concentrate per hundred pounds.

The court in its order enjoins the defendants from using these labels and specifies the form of label which it may use on the product as follows:

"Tiffany, Inc., not connected with Guerlain, states that the powder herein was independently compounded by it from its own powder, its own perfume, and Guerlain's Shalimar extract, Tiffany Powder 99 1/3 per cent. Tiffany Perfume 65/100 of one per cent. Guerlain's Shalimar Extract 1/24 of one per cent."

The court further orders that "the advertising, circulars, placards, documents in general, and oral statements used by defendants to sell or offer for sale the article identified by the before-mentioned label shall conform to the requirements specified for such label."

Essential Oil Exports, Madagascar, Larger in 1930

Exports of essential oils from Madagascar increased from 299,000 pounds in 1928 to 376,000 pounds in 1929 and 400,000 pounds in 1930. Total value, however, dropped heavily from \$748,000 in 1929 to \$363,000 last year. Clove oil was exported to the extent of 227,000 pounds in 1930; lemongrass oil, 118,000 pounds, and ylang-ylang oil, 43,000 pounds.—(Vice-Consul Paul D. Thompson, Tananarive).

25 Years Progress in Aromatic Chemicals

*Rapid Advances in Chemistry of Perfumes
Has Brought About Many Changes
by Col. Marston T. Bogert*

UNQUESTIONABLY the greatest advance in the perfume field during recent years has been the rapid development and use of new and valuable synthetics. While but few new isolates have been discovered or made available to the perfumer during the past twenty-five years, the number of new odorous compounds prepared in the laboratories of synthetic organic chemists and brought to the attention of the industry within the same period, is legion, and among them we find some of the most delicious perfume products known. So far as our present knowledge extends, hydroxy citronellal, for example, is not found in nature, nor can nature show any individual compound of more beautiful fragrance. The "ethyl vanillin" of the organic laboratory is much sweeter and more powerful than nature's vanillin. The syntheses of such musks as civetone, cyclopentadecanone, ambretolide and angelica lactone are noteworthy triumphs of the organic laboratory.

Advantages of Synthetic Products

Nature never standardizes her products, whether they be medicinals, dyes or perfumes, and the same plant species yield products which change with changing conditions of climate, season, soil, temperature and many other factors. The inevitable outcome of this inconstancy of composition, together with the high cost and violent price fluctuations of many of these initial materials, has been to direct increasing attention to the synthetics, with the result that their development and use since the war have proceeded with steadily gathering momentum.

It is but a few years ago that, while the use of synthetics in soaps and cheap perfumes was tolerated, the addition of such products to a fine natural floral blend was regarded as decidedly objectionable, and in a high-class and expensive toilet perfume such an interloper was made to feel that in more senses than one he was a "rank" outsider. Day by day this prejudice is being overcome, as new compounds of delicious fragrance emerge from the laboratory of the synthetic organic chemist, and the percentage of such products in all classes of perfumes is steadily mounting. My good friends among the growers of flowers for perfume regard me as heretical and even sacrilegious in expressing the opinion that the day is not far distant when the great flower fields of Southern France will be devoted mainly to supplying visitors to the Riviera, with cut flowers, and as raw materials for the manufacture of perfumes they will give place to the laboratories and factories of synthetic organic chemistry. To anyone familiar with the history of dyes and drugs,

and in touch with the trend of recent progress in the perfume field, such a conclusion is certain and ineluctable, and therein lies the great hope and promise for

the future of the perfume industry of our own land, where labor costs are so high in comparison with other countries, for the percentage of labor entering into the cost of the synthetic is generally far less than that involved in growing, cultivating, harvesting and preparing floral products.

Some of the advantages possessed by the synthetic products over the natural ones are the following:

(1) *Preparation.*—The horticulturist, like any other farmer, is dependent for his crop upon the uncontrollable vagaries and uncertainties of the weather, and must wage a never-ending battle with plant diseases, parasites and pests of all kinds. His yields hence are uncertain and subject to wide fluctuations. Not so is the case of the synthetic, where process and yield are under control and relatively constant.

(2) *Purity.*—The synthetic is a homogeneous individual substance, of fixed and definite chemical properties, whose purity or adulteration is easily established; whereas the natural product is usually a mixture whose inconstant composition renders its integrity difficult of proof, the evidence of its sophistication often laborious and inconclusive, and the exact duplication of blends well nigh impossible. Further, the other compounds associated with the perfume principles in natural products are frequently distinctly injurious to the fine quality of the odor. They may, and frequently do, lead gradually to resinification, darkening and decomposition.

Alteration of odor due to such effects as ageing, light, heat, moisture or the changes occurring in soaps or cosmetics from alkali or other ingredients, can be interpreted intelligently only when pure chemical compounds are studied; and the same is true in investigating the connection between molecular constitution and odor, or fixative properties. To determine the effect of solvents upon solutes, both physically and chemically, pure compounds must be used.

(3) *Price.*—Natural products tend to rise in cost with mounting labor charges, and prices fluctuate with the character and amount of the harvest. The price in the case of synthetics, *per contra*, varies much less and is consistently downward, as new and improved methods are discovered, increased manufacturing economies developed and wastes and by-products utilized.

(4) *Future promise.*—Compared with the rich promise of the synthetic organic laboratory, that held out by natural substances is poor indeed. There is





MODERN LABORATORY SHOWING RESEARCH AND ANALYTICAL EQUIPMENT

little likelihood of the discovery of new animal perfumes of importance, and while doubtless novel plant products will be introduced from time to time, their number will be small and will gradually decrease. Contrast the vast army of new and valuable synthetic dyes and drugs with the corporal's guard of useful natural products discovered and introduced within the same period.

The possibilities for new synthetics are limitless. We have scarcely crossed the threshold of this wonderful treasure-house of the organic chemist, crowded with splendid opportunities for service, through scientific investigation, to chemistry and medicine, to industry and art, to civilization, progress and happiness.

The simple compounds which function as initial materials for the synthetic organic chemist, like carbon monoxide, methane, ethylene, acetylene, the lower acyclic alcohols, aldehydes, ketones, acids and esters, are daily growing cheaper and more easily obtainable; methods of synthesis are multiplying and becoming less difficult; and we have already entered upon a new era in the development of acyclic chemistry which may rival or surpass our recent era of coal-tar chemistry, and which will mean new perfumes, new solvents, and new products of all kinds.

Interesting Considerations in Development

Since the perception of an odor is a physiological process, knowledge gained in determining the connection between odor and molecular structure should assist us in the final solution of the most important chemical problem of all, namely the connection between molecular structure and those physical and chemical changes which determine the complex cycle we call life.

The physiological effects of perfumes upon the human being are matters of considerable importance, since some perfumes may possess distinct toxic proper-

ties, while others may have actual therapeutic value.

Another direction in which the study of odors bears upon medical problems is that certain bacteria and certain diseases give off quite distinctive odors, and the possibility of the utilization of such knowledge for diagnosis seems to have been investigated but very little.

It is a well known fact that all forms of life have predilections for special aromas, and to this end odorous substances have been used as bait for the destruction of various insect pests by luring them to places where they could be killed *en masse*. In this way geraniol has been used as a lure for the dreaded Japanese beetle and trimethylamine for the boll weevil.

The origin, structure and synthesis of natural perfume products and an investigation of their relation to other natural products, bears directly upon the metabolic processes of plant life.

There is a great delight in working with these beautiful products, and considerable satisfaction in contributing something to the happiness of those millions who use perfumes.

No branch of chemistry calls for a wider or more profound knowledge, greater technical skill, or more exacting accuracy, for a trace of impurity which would escape ordinary chemical methods of detection is noted instantly by the nose.

New Products of Agreeable Odor

Among the perfume products which have been introduced to the profession within quite recent years, the following should be mentioned:

Alcohols:—C₆ to C₂₂ aliphatic alcohols, farnesol, nerolidol, cinnamyl alcohol and various benzyl carbinols.

Ethers:—Dimethyl hydroquinone; eugenyl, benzyl and *p*-cresyl ethers.

Aldehydes:—C₇ to C₁₀ aliphatic aldehydes, hydroxy citronellal, hydrocinnamic, alpha-*n*-amyl cinnamic and its homologs, and ethyl vanillin.

Ketones:—Methyl higher alkyl ketones, beta-naphthyl alkyl ketones, methyl ionones, civetone and cyclanones.

Acids, Esters and Lactones:—Phenyl acetic acid, many new esters whose alcohols and acids have been known for some time, lichenol, methyl phenyl glycidic esters, various acetylene carboxylic esters (methyl heptine carbonate, etc.), undecalactone, angelica lactone and ambrettolide.

Nitrogen Derivatives:—Indole, skatole, and esters of methylanthranilic acid.

New Solvents:—Many new and valuable solvents for perfumes have been introduced, some of which are practically odorless. Most of them are due to the researches of the synthetic organic chemist.

The propyl alcohols are being used increasingly as

substitutes for ethyl alcohol, in part because of their freedom from any excise tax.

Some of the new solvents are due to the intensive development of the volatile by-products arising in the "cracking" of petroleum oil, the unsaturated hydrocarbons being converted into alcohols by catalytic hydration. Or, ethylene may yield with HOCl the chlorohydrin, from which in turn ethylene oxide, glycols, glycol ethers and many other products are obtainable.

In addition to these, a large number of esters are now used as solvents, alone or in mixtures, designated under special trade names such as "Tamasol," "Plastolin," "Solatol," "Estisol," "Diatol," etc. Most of these are prepared from well known acids with mono- or poly-atomic alcohols. Some are the result of catalytic hydrogenation processes, such as hexahydrophenyl acetate, etc. (hexalin, adronol, etc.). Still others are the result of perchlorination of hydrocarbons, and these are usually non-inflammable. The use of triethanolamine in the place of alkalis in the preparation of cosmetic creams is also attracting attention.

New Fixatives.—Until recently, the only synthetics used to any considerable extent as fixatives were vanillin, heliotropin, coumarin, and the Baur musks.

Since then a host of new ones have found places in the industry. These include diphenylmethane, cinnamic alcohol, para-cresyl methyl ether, dimethyl hydroquinone, diphenyl ether, beta-naphthyl alkyl ethers, hydroxy citronellal, benzoquinone, benzylidene acetone, benzoic, cinnamic and phenyl acetic acids and their esters, dimethyl and diethyl phthalates, indole and skatole. The benzyl and benzoyl derivatives of both eugenol and iso-eugenol have been found to be excellent fixatives, benzyl iso-eugenol proving especially useful in carnation blends and in those where isopropyl has been used instead of ethyl alcohol as solvent.

The exact mechanism of the action of a fixative is still somewhat obscure. Its chief value in a perfume blend is to smooth out inequalities in the mixture, lower and equalize the vapor pressures, so that the blend remaining after half the perfume has been used up will be of essentially the same composition as at the start.

New Synthetic Methods

A number of new synthetic methods have been developed within the last decade and certain of the older methods have been very considerably expanded. The Grignard reaction has found many new and useful applications, and its possibilities have by no means been exhausted. New catalytic methods of oxidation and reduction have been utilized. The reduction of unsaturated aldehydes to the corresponding unsaturated alcohols, without addition of hydrogen to the double bond, has been accomplished successfully by the use of chloromagnesium ethylate, aluminum ethylate or, still more recently, by the hydrobenzoates of Gomberg and Bachmann (*J. Am. Chem. Soc.*, 52, 4967 [1930] and of Shankland and Gomberg (*Ibid.*, 52, 4973 [1930]). Darzens' method (*Compt. rend.*, 139, 1214 [1904]) of preparing aldehydes through glycidic esters has opened the way to certain compounds not so readily obtainable by other methods.

A number of perfume products heretofore obtained

exclusively or mainly from natural sources are now made synthetically by methods which, while not themselves new, had not been previously developed to the point where the synthetic article could compete successfully with the natural isolate.

Odor and Structure

Many very interesting communications have appeared upon this topic, but it is too early as yet to generalize except within quite restricted groups or areas. Austerwell and Cochin (*Compt. rend.*, 150, 1693 [1910]; *Ibid.*, 151, 440 [1911] studied the problem in connection with citronellol and geraniol. Von Braun and Gossel (*Ber.*, 57B, 373 [1924]) likewise examined citronellol. The interesting observations of Merling and Welde (*Ann.*, 366, 119 [1909]) were concerned with the ionones and irones. Prins (*P. & E. O. R.*, 8, 222 [1917]), Durrans (*Ibid.*, 10, 104 [1919]), Delange (*Bull. Soc. Chim.*, 31, 589 [1922]), von Braun and Kaiser (*Ber.*, 56, 2268 [1923]), Richter (*Z. angew. Chem.*, 38, 1200 [1925]) and many others have made important contributions. One of the most interesting series has been that of the connection between constitution and the musk odor, studied especially by Ruzicka and his associates (see Bogert, *THIS JOURNAL*, 24, 15-17, Mar.; 235-8, June; 357-8, Aug., 1929).

Alcohols

The higher acyclic alcohols (C_8 to C_{12}) have been known for many years, but have only recently found useful application in perfume blends on account of their rose type of odor. Tetrahydro linalool and tetrahydro geraniol (dihydro citronellol) have become available recently and it has been stated that hydroxy citronellol may be on the market before long.

Two of the most interesting as well as two of the most beautiful products recently made available in this field are farnesol and nerolidol. Their synthesis has resulted from the work of many chemists, especially Ruzicka, Kerschbaum, Harries, Haarmann and Reimer, DeLaire, Verley, Du Pont and Labaume, and Hesse and Zeitschel. Farnesol is one of the odorous components of the cassie flower perfume, while nerolidol occurs in oil neroli. Cinnamyl alcohol is one of those products formerly obtained from natural sources (storax), but now manufactured by direct reduction of its aldehyde.

A great deal of work has been done during the past decade on thymol and menthol, but this need not be discussed here since both these compounds are primarily medicinals rather than perfumes.

Ethers

In addition to those listed already, attention may be called to the interesting synthesis of safrole carried out by Perkin and Trikojus (*J. Chem. Soc.*, 1927, 1663) and to the suggestion made by the late Dr. H. A. Dow that diphenyl ether, because of its great stability, might be used in place of mercury in bi-fluid heating systems.

Aldehydes

Like the corresponding saturated aliphatic alcohols, the higher aldehydes (C_7 to C_{12}) have likewise been known for some time, but only recently found favor

with the perfumers. The lower members in the group possess a rather pungent orange type of odor which becomes more fatty and somewhat softer as molecular weight increases, the C_{10} aldehyde having perhaps the best aroma of the group. The so-called C_4 and C_{10} "aldehydes" are actually not aldehydes at all, and are mentioned beyond under their appropriate headings.

The most important of the newer aldehyde compounds, and in many ways the most valuable contribution of synthetic organic chemistry to the perfume industry, has been the introduction of hydroxy citronellal, whose delicious lily-lilac fragrance and valuable fixative properties have resulted in its widespread use in a great variety of blends.

Another very important synthetic, or group of synthetics, introduced within the last few years is represented by alpha-amyl cinnamic aldehyde and its homologs, these products being particularly useful in the preparation of jasmin perfumes.

Still another important contribution is that of ethyl vanillin, a synthetic aldehyde which is sweeter and more potent than vanillin itself.

Anisic aldehyde is another illustration of a perfume material hitherto manufactured mainly by oxidation of a natural isolate (anethole) but now produced by oxidation of *p*-cresyl methyl ether. Hydrocinnamic aldehyde has proven to be a very satisfactory substitute in many cases for the less stable phenyl acetaldehyde, although its odor value is rather less than the latter.

Ketones

Further study of the ionone reaction has resulted in the introduction of certain methylated ionones. Investigations in this field were carried out at Yale University in 1924 by Hibbert and Cannon (*J. Am. Chem. Soc.*, 46, 119 [1924]).

Ruzicka, by the catalytic reduction of iron, obtained a tetrahydro iron (Helv. Chim. Acta, 2, 352-63 [1919]) which was not the same as the tetrahydro ionone obtained from either *alpha*- or *beta*-ionone, and hence came to the conclusion that there is a *cis-trans* relationship between iron and ionone.

The constitution of piperitone has been established as Δ^1 -menthenone-3, by the work of a number of investigators, and this compound, isolated from the oil of *Eucalyptus dives* is now used in considerable amount for the manufacture of thymol and menthol.

Reference should also be made at this point to the synthesis of fenchone completed a number of years ago by Ruzicka (*Ber.*, 50, 1362 [1917]), using ethyl levulinate and bromacetic ester as initial materials.

The brilliant work of Ruzicka, Kerschbaum and others in the study of both natural and synthetic products of musk odor has already been reviewed in this journal (Bogert, THIS JOURNAL, 24, 15-17 (Mar.); 235-8, (June); 357-8, (Aug.) [1929]). Since then, various improvements have been patented on the recovery of civetone from natural civet and the synthesis of civetone by heating metallic salts of 8-hexadecene-1, 16-dicarboxylic acid (Swiss Pat. 136,543, Oct. 9, 1928, Soc. Anon. M. Naef & Cie). Further, the next lower homolog of civetone, namely Δ^8 -cyclohexadecenone has also been prepared synthetically (Soc. Anon. M. Naef & Cie, Swiss Pat. 135,921, Oct. 9, 1928).

Lactones

The so-called " C_{14} peach aldehyde" has been shown to be the *gamma*-undecalactone which was prepared first in 1908 by Zhukov and Shestakov (*J. Russ. Phys. Chem. Soc.*, 40, 830-9 [1908]).

Angelica lactone and ambrettolide have been discussed in this journal in connection with the article on compounds of musk odor (Bogert, *loc. cit.*).

Karrer's work on bergaptene has shown it to be a coumarin derivative.

Esters

A compound marketed under the misleading name of " C_{10} strawberry aldehyde" is an ester of methyl phenylglycidic acid. As its name suggests, it has a strong strawberry type of odor.

A study of the oil of oak moss shows that the so-called "lichenol" is actually ethyl everninate and that it is not present in the oil as such, but is formed by alcoholysis of the free everninic acid present (2.8% of the dry lichen) when the oil is extracted by long boiling with alcohol. It is interesting to note that the so-called "sparassol," obtained from the fungus *Sparassis ramosa* Schäff., is the methyl everninate and can be obtained from the oak moss oil by long boiling with methyl alcohol (St. Pfau, *Ber.*, 57B, 468-70 (1923); *Parfums de France*, No. 16, 137 (May, 1924); *P. & E. O. R.*, 15, 259 (1924); Gattefossé, *Parfumerie Moderne*, 4, 6 (1911)).

The heptine carbonates and homologs which resulted from the pure science researches of Moureu and Delange (*Bull. Soc. Chim.* [3], 29, 648 [1903]) have found continuous and increasing use in perfumery, since in dilute form they possess the odor of fresh violet leaves or similar fragrance. It is indicative of the resources of synthetic organic chemistry to point out that methylheptine carbonate, for example, can be made from castor oil and the deadly poison gas phosgene as initial materials. Yet the finished product is entirely free from either the unpleasant odor of the castor oil or the toxic properties of the phosgene.

May Form Cosmetic Section

Plans for the formation of a cosmetic section of the New York Board of Trade, Inc., were discussed at a luncheon meeting held at the Commodore Hotel, New York, late in October. The meeting was called by Edward Plaut, president of Lehn & Fink, Inc.

Mr. Plaut outlined the many beneficial results which might follow the organization of such a section, taking up particularly the present tax situation. Representatives of twenty-three companies in the field were present at the meeting and a number of them indicated their desire for the formation of such a section.

Another meeting will be held in the near future at which time it is hoped permanent organization may be completed and officers elected.

Reader Since 1925

The Carroll Co.

We might also mention that it has afforded us great pleasure to read your magazine since 1925 when we first subscribed to it.

The American Perfumer

The "Pine Board" Store

(Continued from Page 476)

talking for publication only. They are in business to make money; if they can get a price for their goods which represents a satisfactory profit, why should they worry about the resale price? They want to keep the friendship and the custom of the old line drug stores, but if the cut-price boys can dispose of a whale of a lot of goods for them, they are going to give an excellent imitation of a man carrying water on both shoulders.

"As to the ethical retail druggist, he has one more cut-price, low-price competitor to meet, one more problem to solve. I believe he will solve it. I don't believe that competition of this rather harum-scarum kind will put him out of business, or anywhere near it. And don't forget this. Individually and through their organizations the ethical druggists can bring enough pressure to bear on the manufacturers to make it difficult for the pine boards to secure many lines which they have got to have, and securing such goods by roundabout methods is a costly process, and will tend to bring their retail prices nearer to those of the ethicals. As it is now, their 'bait' items are showing little if any profit, and their low prices are due in great degree to their economies in rental, equipment and maintenance, and surely nobody can stop that."

It certainly seems that the pine board brother has come to stay. If he has evolved a method of doing business that will enlist public support and make money, nobody can head him off, and his tribe will increase.

As to the manufacturers, it is extremely doubtful if they can collectively agree upon any course of procedure which will check the pine boarders; individually, they must settle the question according to their best judgment. And the best judgment of each will, in the end, doubtless be determined by one factor—the way in which he can sell the most goods and make the most money. And certainly you can't blame him for that.

As for the retailer, I have an abiding faith and an inextinguishable affection for the old line, ethical drug store. There are, I am convinced, many millions of people in this country who, like myself, desire to make their drug store purchases in a drug store, and not in a bargain basement bazaar, and who do not care either to patronize the shop where cheapness is the chief attraction and inducement, or to run the gauntlet of a double line of flappers consuming the strange concoctions from which they seem to derive nourishment. This class of trade, with the prescription business, has been the support of the ethical drug store, and will continue to be.

The pine board situation in California is not without its humorous aspects. There are two big drug store chains in that state—Walgreen and Owl. These now find themselves in the same uncomfortable position as the independents. They are being outfought with their own weapons—bombarded mercilessly by the very guns they themselves invented. I'll bet they think it's a sin and a shame, and that there ought to be a law "agin it!"

Handling Small Orders

(Continued from Page 486)

carriage charges; it saves the packing materials; it eliminates claims for breakage and shortage; it gives the customer faster service than he could possibly get when the salesmen's orders were routed through the office, specially packed in the shipping department and then delivered by truckmen or the usual carriers.

The idea of a motor-truck stockroom has become so well established that it was described in the *Saturday Evening Post* by Samuel Crowther, who hailed the innovation as heralding an era of faster and better distributing service at lower unit costs.

The candy company, which was referred to above, had such a large business that two five-ton electric trucks were kept busy constantly on metropolitan deliveries, each following set routes every day. But the idea could be applied, not only by the large cosmetic manufacturer, but even by the smaller one, who, if he couldn't profitably use a large truck might find it possible to employ a half or a one-ton delivery model. Or one truck might be pooled by several manufacturers.

With regard to the question of breakage, there would be none, even though the goods on the truck were not specially packed, because each item would be carried in its original corrugated or chipboard, unit container and the bins in the truck would be designed to carry the goods in safety.

Citronella Oil Exports from Ceylon Second Quarter, 1931

Ceylon exports of citronella oil were reported at 313,394 pounds, valued at \$84,065, for the second quarter of 1931, an increase in quantity but decline in value from the corresponding period last year, when 282,172 pounds, valued at \$120,708, were exported. According to a prominent shipper the demand was irregular and closing prices, on June 30, were about 70 Ceylon cents for ordinary and 72 Ceylon cents for pure. Supplies were normal, although the monsoon rains are reported to have affected the supply since the first of June. The declared exports to the United States amounted to 86,803 pounds, valued at \$28,213, during the second quarter of 1931, as compared with 101,340 pounds, valued at \$51,877, for the same period of 1930.—(Vice-consul Llewellyn E. Thompson, Colombo).

Yugoslav Market for Toiletries

Toilet preparation sales in Yugoslavia have increased materially in recent years. The women of the country are manifesting greater interest in their personal appearance and the domestic industry has developed rapidly although at present from 60 to 70 per cent of the toiletries consumed are of foreign origin. Most of the foreign manufacturers operating in this market import materials and containers separately in bulk for final formulation and packaging within the country. American participation although not large might be expanded through concerted sales efforts and advertising.—(Assistant Trade Commissioner E. G. Eichelberger, Belgrade).

Dry Distillation of Balsam of Peru¹

by Justin Dupont and Jean-Jacques Guerlain

SINCE we described² the phenolic products which are formed in the dry distillation of balsam of tolu, we have submitted balsam of Peru to the same treatment.

Balsam of Peru is derived from *Myroxylum balsamum* var. *B. Pereirae* (Royle), Baill³.

It is a thick liquid, of a reddish brown color. It has been known for a long time that it is composed principally of benzyl benzoate, a little vanillin (we have found 2 per cent) and of resins of a phenolic character soluble in caustic alkalis. These resins can be isolated easily by submitting the balsam to distillation under greatly reduced pressure. About 65 per cent of distillable products are recovered and there remains in the apparatus a brown solid mass which is wholly soluble in caustic alkalis. This is composed of the resins in question. This material we submitted to high temperatures.

We had formerly worked on the balsam of tolu entire, but to secure the same conditions as in our study of the balsam of Peru, we distilled some of this balsam in vacuo and obtained as a residue a resin of which we have studied the phenolic products secured by high temperatures. We found them similar to those which we had obtained from the resin entire.

The action of heat upon the resin from balsam of Peru produces the same liberation of gas observed with tolu balsam. The recovered tarry liquid was distilled with steam and the oil obtained was treated with soda lye. Only a part entered into solution.

1st. From the insoluble part, we isolated by appropriate treatment:

Toluene, boiling at 111°, yielding by oxidation with permanganate *benzoic acid* with a melting point of 121° (*paratoluidide*, melting point 154°).

Styrolene boiling at 45-50° under 6 mm. pressure from which we prepared the *dibrom derivative*, melting point 74°.

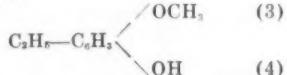
With these two carbon compounds there were compounds of a high boiling point on which we pursued our studies.

2nd. The alkaline liquor was saturated with CO₂. The oil which was liberated was treated as we described in connection with balsam of tolu and we have extracted therefrom exactly the same products:

Guaiacol, melting point 30°, boiling point 205°, giving a *carbonate*, melting point 87°.

Creosol, boiling point 222°, with a *carbonate*, melting point 143°.

Ethyl guaiacol



with an odor of eugenol, boiling at 230-232°, whose *carbonate* melts at 108°, as has been shown by Behal



JUSTIN DUPONT

A. B. C. B. Convention in Dallas

THE thirteenth annual convention of the American Bottlers of Carbonated Beverages was held November 9th to 13th. Business sessions were held in the Auditorium building of the State Fair of Texas and exhibitions were arranged in the manufacturers building.

Monday and Tuesday were spent in completing pre-convention arrangements, the convention proper starting Wednesday. Virgil Browne of Oklahoma City, president of the association, dwelt at length upon the subject of industry taxation in his presidential address, delivered Wednesday. The principal speaker at the convention was Dr. E. H. Cary, president-elect of American Medical Association of Dallas, who congratulated the bottlers on the cleanliness and purity in the industry and urged further alertness along this line.

There were approximately 125 exhibits of machinery and supplies, all of which attracted considerable interest and which brought most favorable comment. The total registration for the convention was approximately 3,000. A bottlers' special "short course," under the direction of Dr. J. H. Toulouse, director of the A.B.C.B. laboratory, proved of much interest and was well attended.

The more important speeches were delivered by Dr. A. H. Warth of Baltimore, who spoke on "The Care and Use of Crowns"; C. H. Redding of Jackson, Mich., on "The Relation of Flavors to the Finished Beverage"; Dr. Max Levine of the A.B.C.B. Fellowship and faculty member of Iowa State College, on "Water for Carbonated Beverages"; J. H. Buchanan, also of Iowa State College, on "Work on Beverage Standards"; W. H. Meyer of St. Louis, on "Care of Colors and Color Solutions"; M. H. Nussbaum of Bainbridge, Ga., on "Relation of Clean Bottles to the Upbuilding of the Industry"; and Ben Levine of Rhode Island, on "Sugar and the Manufacture of Syrups."

At the election of officers, Friday, Virgil Browne of Oklahoma City was re-elected president and Martin L. Schmidt of Louisville, Ky., and I. M. Oberfelder of Baltimore, were re-elected vice-presidents. Those elected to fill vacancies among the board of directors were J. B. O'Hara of Dallas, N. N. Beadle of Asheville, N. C., C. B. Chesterman of Sioux City, Iowa, and J. W. Miller of Gulfport, Miss.

and Choay⁴. Having purified the carbonate of the phenolic ether extracted in the same way from the products secured under high temperatures from balsam of tolu we found the same melting point, 108°. There remains no doubt of the identity of these bodies with the ethyl guaiacol which Behal and Choay discovered in the creosote of wood tar.

These results show that the same hydrocarbons and the same phenolic ethers are produced when the resins of balsam Peru and balsam tolu are submitted to the action of heat. It is permissible to conclude that there is a close analogy in the nature of these two materials.

1. Meeting of July 27, 1931.

2. *Comptes Rendus*, 191, 1930, p. 716.

3. Gildemeister & Hoffman, *Les Huiles Essentielles*, 2nd Edition, 1914, p. 678.

4. Behal & Choay, *Bull. Soc. Chim.*, 3rd Series, 11, 1894, p. 698.

Oil of Lavandin

Digest of Two Views on This Hybrid Prepared by

Dr. Harvey A. Seil

LAVANDIN*

From a study of Lavandin cuttings grown under years, it was found the ester content varied between 8 per cent and 40 per cent, with an average of 20 per cent. Over 100 numbered plants were distilled, and the following points were noted in each:

- (1) The type of lavandin.
- (2) Height of floral stems.
- (3) Weight of fresh flowers.
- (4) Number of verticils per spike.
- (5) Number of flowers per verticil.
- (6) Total flowers per spike.
- (7) Weight of oil obtained.
- (8) Percentage of oil.
- (9) Amount of linalyl acetate.

Oils containing 40 per cent of esters were obtained in 1 per cent yield. Some lavandins yielded 2 to 2½ per cent of oil, but the oil diminished in ester content. One type, called "Eureka," yielded 3.1 per cent of oil, with an ester of 34.33 per cent.

This research extends from year to year, and should produce plants more robust than true lavender. This should mark a revolution in the culture of lavender, for the producers will be able to furnish a large quantity of oil at a low price. Unselected lavandin yields, per hectare, about 5 times as much oil as true lavender. Furthermore, 80 kilos of flowers yield 1 kilo of oil, while true lavender yields but 1 per cent.

The variety called "Eureka" yields over 3 kilos of oil per 100 kilos of flowers. Since it is as vigorous as other types of lavandin, this plant should yield 10 to 12 times the oil obtained from true lavender.

SOME NOTES ON THE CULTIVATION OF LAVANDIN**

Lavandin originated by the accidental crossing of *Lavandula Latifolia* with *Lavandula Officinale*. In a note in 1926, based on a study of this hybrid, the following opinion was given: "The use of the oil of lavandin would be quite suitable for the soap making industry, the extremely high price of lavender oil during the previous years having led, little by little, to the entire abandonment of the latter oil in that industry, in favor of Oil of Aspic, which is much less acceptable."

Notwithstanding that Abriel, Bell and Bruyat, based on a study of the selection of lavandin, reporting on one member, designated as "Eureka" which yielded 3.1 per cent of oil with 34.36 per cent of esters, have stated there

*By Abriel, Bell and Bruyat.

**By The Agricultural Service of the firm of Antoine Chiris.

will be a revolution in lavender growing, for a very large quantity of cheap oil will be available; the writers of this article do not concur in this opinion, since the high prices of lavender will not last, and lavandin is sensitive to cold, particularly the late frosts, and is susceptible to excessive rain. Furthermore, the figures for yield of oil of lavandin are based on a laboratory experiment, and do not consider agronomical conditions.

From their experiments, the authors conclude:

(a) The morphological characteristics of the varieties examined have no marked relationship to the biological features (oil content, and quality). A microchemical examination, or a count of the oil cells in each variety, is of more value than a morphological examination.

(b) Although the ester content of the oils obtained from each variety is almost constant from year to year, the average weight of the flowers obtained, and the yield of oil of these flowers, vary widely, as shown by the following table:

Number of Specimens	428	416	100	41	279
Yield of oil in 1927	= 1.403	1.580	2.430	0.804	2.368
Per cent:					
1928	= 1.685	1.050	1.656	1.458	1.710
1929	= 1.110	1.750	1.935	1.293	1.625

(c) A low yield in oil does not necessarily follow a high ester content.

(d) An excellent lavandin oil will always have a camphoraceous odor, and will never be equal in value to a mediocre lavender oil.

The work of harvesting and manipulation of the flowers will be greater as also the cost of distillation, since a still which will take care of 100 kilos of fresh lavender cannot hold more than 70 kilos of lavandin.

NOTE:—While oil of lavandin is not a commercial article of importance in this market, the development of hybrids of this sort is frequently of great commercial importance to the industry. Accordingly, we are pleased at the opportunity of presenting resumes of two more or less contrasting views on the subject and we believe our readers will profit from them.



A FIELD OF HYBRID LAVENDER

T r a d e N o t e s

William R. Warner & Co., New York, has purchased the business and good will of Voigt & Co., pharmaceutical manufacturers, Chattanooga, Tenn. This company has specialized in ethical preparations and controls a dozen or more important medicinal specialties.

* * * *

B. E. Levy has resigned as president of Coty, Inc., New York City. As yet he has made no definite announcement regarding his plans for the future, but has established temporary offices in the city. He is one of the best known figures in the toilet goods industry. After considerable early experience in a sales capacity, he joined the Coty organization in 1910 at the time when Coty products were not well known to the American trade and public. During his connection with the company progress of the line in America was extremely rapid, and during the last few years distribution has been of enormous proportions. This progress is traceable in great measure to Mr. Levy's personality, ability and energy.

The trade awaits with interest the announcement of his plans.

* * * *

The Preferred Products Co., Inc., Kokomo, Ind. manufacturer of a line of toilet preparations, including preparations for the hair, has just opened its new manufacturing plant at 218 East Superior street, Kokomo. The company moved its offices and sales-rooms to this address about two months ago. It has also taken additional warehouse space on East Jefferson street at the Pennsylvania Railroad.

Everett Carothers has been named secretary and sales manager of the company following the resignation of Theodore McReynolds. The company was organized about a year and a half ago and since that time has moved twice to larger quarters to take care of its rapidly expanding business.

* * * *

The Woodmont Perfume Co. has been organized in Cincinnati by Leonard S. and Arthur S. Mode. The company is manufacturing perfumes and toilet preparations, which are being sold direct to the public through canvassers. Plans are under way for the establishment of several branch offices in the near future.



B. E. LEVY

Perfumes, Inc., Philadelphia, is now making plans for taking over additional space in the building which it occupies at 1103 West Alleghany avenue. The company expects by the first of the year to occupy the entire building amounting to about 15,000 square feet of floor space.

The company was organized as a Pennsylvania corporation in July, and is headed by Fitzhugh R. Johnstone who has been connected with the perfume and toilet preparations industry for many years, having been associated with V. Vivaudou, Inc., and later with the Melba Co. Walter J. Hughes, vice-president, is a chemical engineer and has been associated with the International Filter Co. Chester C. Housh, secretary and treasurer, was formerly professor of chemistry at the University of Pennsylvania, and spent several years in the government service. In addition to these officers, Thomas O. Haydock and Dr. Joseph W. Staymann are directors of the corporation. Mr. Haydock is a prominent Philadelphia attorney, and Dr. Staymann was formerly president of the Potomac State College.

Plans are under way for rapid expansion of the company's line, and several trade marks have recently been registered.

* * * *

Yvan Droz, president of Houbigant, Inc., New York, and R. Gouin, general manager of the Paris company, returned to France on the *Europa* October 30 after a visit of just one week at the New York offices.

André Wick, vice-president and general manager of the New York company returned on the *Majestic* October 20 after spending a month abroad. Mr. Wick had anticipated spending an additional month in Europe with Mrs. Wick, who had preceded him by several months, but returned to be in New York for Mr. Droz and Mr. Gouin's visit to discuss with them the existent conditions and to go over the company's plans for the coming year.

* * * *

W. D. Canaday, vice-president and advertising manager of Lehn & Fink Products Co., Bloomfield, N. J. was the guest speaker at the dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., at the Drug & Chemical Club, November 19. A large number of members and guests heard Mr. Canaday's talk which covered numerous important phases of drug advertising and merchandising on which he is a recognized expert.

* * * *

Following the resignation of B. E. Levy as president of Coty, Inc., Joseph F. Scanlan has been put in charge of operations of the American company. After a connection of some time with the Coty organization, Mr. Scanlan was made a director several years ago.

It is announced that Lever Brothers, Port Sunlight, England, and M. Georg Schicht, of Usti, Czechoslovakia, are the main stockholders in a new soap manufacturing concern in Bucharest, Rumania.

* * * *

Georges Klotz, president of Pinaud, Inc., New York, and head of the house of Pinaud, Paris, returned on the *Île de France* November 14 after a visit of three weeks to the New York Company. Mr. Klotz came over with Premier Laval with whom he is intimately acquainted.

He expressed himself as very well pleased with the progress made by the American company, and indicated that shortly after the first of the year he would be in a position to announce plans for considerable expansion of the Pinaud business in all parts of the world.

* * * *

The Art Directors Club of New York held its annual exhibition of outstanding advertisements at the New York Art Center, October 26 to 31. Following their display in New York, the advertisements were taken on a tour of the principal cities of the country. This year about 400 advertisements were submitted to the committee but only 47 were selected as worthy of display. Of these nine were toilet goods advertisements, 4 related to allied industries, 3 each were for automobiles, food products and house furnishings and the remainder fell in several miscellaneous groups. Thus toilet goods were represented by virtually three times as many outstanding advertisements in this display as any other industry and toilet goods and allied industries had four times as many as any other industries.

In the group of toilet preparations advertisements the following houses were represented: Pinaud, Inc., by two; Pond's Extract Co., by two; Bristol-Myers Co., by two; and Elizabeth Arden, Guerlain, Inc., and Andrew Jergens Co., by one each. Allied industries were represented by Parke, Davis & Co. with two, and Lambert Pharmacal Co. and Sharp & Dohme by one each.

The display attracted wide interest among advertising men and much favorable comment on the excellence of the advertisements displayed.

* * * *

Donald S. Cowling, sales manager of Lucien Lelong, Inc., has just returned from a trip covering every city of importance in the United States. He reports that he found conditions considerably better, and that the attitude of store people is that if people can go to football games, fights, movies, etc., they must have some money, and "we're going after it."

* * * *

The Diamond Electric Soap Co. has added about 7,500 square feet to the manufacturing space in its factory at Greenfield, Mass.



GEORGES KLOTZ

The Los Angeles Soap Co., Los Angeles, Calif., has leased a location for the establishment of a Kansas City sales and distribution branch for "White King" soap products. For this purpose 2,000 square feet of space in the Coca-Cola building have been obtained. Commercial warehousing space will also be used for the stock which must necessarily be kept. The company will employ an average of twenty-five employees at the new branch.

The sales organization under the direction of L. A. Pearre will cover Western Missouri and Kansas. The accounting department under the management of C. J. Johnson, will function for the company's branches in Oklahoma, Texas, Iowa, Nebraska, Kansas and Missouri.

The Los Angeles Soap Co. has been operating in Los Angeles since 1860. It distributes in twenty-two Western states. The Pacific Coast manufacturing location results from the fact that 85 per cent of the raw materials used, largely vegetable oils, are imported from the Orient or the South Seas.

* * * *

Mme. de Boor, whose salon is located in Saks Fifth Avenue store, New York City, has returned from her yearly visit to Paris to spend the coming six months in this country. It is Mme. de Boor's custom to divide her time between her salon here and the one located at 2 Bis rue des Marronniers, Paris.

* * * *

S. M. Reber, for the last twenty-one years with Marshall Field & Co., Chicago, has been elected vice-president and general manager of Ever-Dry Laboratories, Inc., of Los Angeles, according to an announcement by Sherman K. Ellis, president of the company. Mr. Reber was formerly head of the toilet goods division of Marshall Field & Co., and in this capacity he supervised both the sales and manufacturing, as well as the foreign buying of all the cosmetic items which Marshall Field & Co. handles. He is well known among the leading department stores and druggists throughout the country and will bring to "Ever-Dry" a wealth of experience in both manufacturing and sales ideas that he has gained through his many successful years in the business.



S. M. REBER

Mr. Reber left for headquarters of the "Ever-Dry" company in Los Angeles to take up his new duties on November 1, and plans for greatly extended sales promotion and advertising are already under way. "Ever-Dry" is a liquid perspiration preventive. It was first put on the market in California sixteen years ago by Mrs. Elizabeth Lennox. In 1929 the business was purchased by the present owners and incorporated. Expansion plans have resulted in securing national distribution and sales during the past two years and a tremendous growth has resulted.

At the end of "Peacock Alley" in the new Waldorf Astoria Hotel which was opened October 1, is the cosmetic and beauty shop presided over by Michael. Conservative modernism strikes the predominating note in this beautifully appointed and harmoniously designed salon. Throughout a shell pink combined with a tortoise brown produces the effect of a pastel treatment, but the various shades of brown subtly create a more substantial undertone.

The walls of the cosmetic shop are developed in a veneered pink with glass inset display cases from which lights hidden by panels give a soft glow to the room. The furniture, is painted to simulate grained wood, the different shadings blending with the browns and tans of the carpet.

A stairway leads from the cosmetic shop to the hair-dressing, facial and childrens' department. A more modernistic note is apparent in this section. The rug in two shades of brown developed in concentric circle effect carries out the color scheme of the first floor. Blending with the rug are the chairs and divan, effected in various shades of brown. White decorations in the form of wreaths and garlands decorate the pink walls.



CORNER OF THE WALDORF COSMETIC SHOP

Beyond this reception room are the booths; twenty-five for hairdressing and five for facials. Chintz curtains adhering to the brown on pink color scheme give the color tone to the treatment rooms.

At one side of the salon is a row of twelve complete stationary manicuring units. Here also the general color tone is reproduced in the pink bowls and the tortoise brown chairs.

The children's department is especially attractive. Everything to divert the child mind and at the same time render quick service has been attended to. Mural designs executed by Charles Howard line the walls and the especially constructed children's furniture afford a comfortable and efficient means of caring for youngsters.

The entire shop, both cosmetic and salon, is in perfect harmony and appointed with the latest and most efficient equipment. The architects, Jones and Irwin, are to be congratulated upon the setting they have created for the display of cosmetics and for beauty treatments.

On Nov. 5, J. Walter Thompson, advertising agents for the Kathleen Mary Quinlan salon and products, gave a tea for Miss Quinlan in the Bel Geddes room at its offices in the Graybar Building, New York City. Practically every magazine in the cosmetic field was represented. After the serving of refreshments a demonstration of a facial was given by one of the operators of the salon using herself as a model and explaining each step as she applied the different preparations. As a souvenir each one was presented with the new Quinlan dark blue cosmetique as she was leaving.



KATHLEEN MARY QUINLAN

When Miss Quinlan returned from Europe recently, she brought with her many interesting and new developments in the cosmetic line. Among the most outstanding is a new cream of the "hormone" type which is now being used in special treatments at her Fifth avenue salon in New York City.

* * * *

Lina Caveliero, Inc., Seattle, Wash., manufacturers of toilet preparations, has recently moved to 105 West John street. The company were formerly located at 1850 Boyer avenue.

* * * *

Lee H. Bristol, vice-president of Bristol-Myers Co., New York, was unanimously re-elected president of the Association of National Advertisers at the annual convention of that organization held the week of November 16 at Washington, D. C. Mr. Bristol is one of the best known executives in the toilet goods industry, and for several years has been advertising manager for the extensive Bristol-Myers interests both in the drug and in the toilet preparations field. His company is affiliated with Drug, Inc., and this connection makes it part of the largest group of proprietary articles ever assembled under one general control.

Under his direction the Association was especially active last year, and his election for a second term is well merited tribute to his energy and ability.

LEE H. BRISTOL



* * * *

La Gerardine, Inc., New York, hair waving lotion, has appointed The Biow Co., Inc., advertising agency of that city, to direct its advertising account. An advertising campaign, commencing on September 15, will make use of newspaper, business paper, magazine, radio and direct-mail advertising.

ents
cts,
n at
City.
was
the
ents
a
e of
alon
odel
step
ferr-
s a
was
new
cos-
eav-

re-
re-
with
cos-
new
used
New

ers
Vest
at

Co.,
the
con-
rem-
the

Edward Plaut, president of Lehn & Fink, Inc., is projecting a co-operative sales agency for leading manufacturers of toilet preparations and other proprietary products in the State of California. Mr. Plaut believes that such a co-operative agency would permit price maintenance under the recently enacted California "Fair Price Law." While it is still an open question how the Courts would interpret such a venture and whether sales through such an agency would constitute interstate commerce, the project is meeting a favorable response as a method of testing the application of the California statute.

* * * *

Carl Weeks, president of the Armand Co., Des Moines, Iowa, has entered the farming industry through the purchase of a half interest in a 640 acre farm located in Franklin County, Iowa. Mr. Weeks will endeavor to work out his theories of co-operative farming and farm marketing in conjunction with his partner in the venture, Henry Larson of Eldora. While Mr. Weeks was born on a farm and when a young man spent several active years on a Colorado ranch, this is his first venture in agriculture in many years.

* * * *

R. G. Alfonzo, a registered pharmacist and manufacturers of proprietary remedies in Bogota, Colombia, who has been visiting the United States during the past year, has returned to Bogota. He expects to add several toilet preparations to his line in the near future. On the way to Colombia, Mr. Alfonzo will spend about a month in Porto Rico. He is interested in the translation of the National Formulary into Spanish and his visit in Porto Rico will be with that end in view.

* * * *

Ames Drug Co., Tampa, Fla., has advised us of the organization of the Florida Laboratories and the appointment of W. A. Blanchard as sales manager of that company. The headquarters of this new subsidiary will be in Jacksonville, Fla. It will manufacture a complete line of cosmetics under the trade name "Florida Maid" which will, at the start, be sold direct to consumers through canvassers.

The Ames Drug Co. has recently opened branch offices in Jacksonville, Orlando and Pensacola in charge of J. B. Davis, B. H. Caldwell and N. C. Vidwell respectively.

* * * *

Marion Products, Inc., Marion, Ohio, has been formed through the merger of the American Toiletries Co., the Grains of Wealth Co., and the Van Scov Chemical Co. The lines of toilet goods, drugs and chemicals formerly manufactured by the three companies will be continued and others added from time to time. O. W. Van Tress is president of the new corporation and W. C. Boyd secretary and treasurer. The three companies will maintain their identities under the merger, their stock being held by Marion Products, Inc.

Simplicity and elegance mark the new salon of Charles of the Ritz in B. Altman & Co.'s store in New York which was opened November 2. The reception room in the north east corner on the second floor blends with the taupe furnishings of the store, the carpet and upholstering being in a taupe set off by the grained brown woodwork. At the right of the reception room shown in the accompanying illustration is the children's room which is fitted with every device to divert the child mind during bobbing, etc.



J. H. HERSHMAN



CHARLES OF THE RITZ

A most attractive manicure and treatment room is directly in back of this with booths at one side and manicure tables at the other. Open topped tables show the "Charles of the Ritz" products to very good advantage here. The color scheme is in pastel shades.

Display cases at the side and end of the reception room lend color to the ensemble through the colorful rose and gray packages of the "Charles of the Ritz" line.

The line was developed for distribution in department stores and specialty shops in 1928 and at that time John H. Hershman was appointed general manager. He became a vice-president in 1930 and since that time remarkable progress has been made.



CHARLES OF THE RITZ SALON IN ALTMAN'S

Certified Personal Needs, Inc., New York City, recently moved to new quarters at 245 Fifth avenue. The company was formerly located at 907 Broadway.

* * * *

The committee on research department of the American Manufacturers of Toilet Articles is making a special endeavor this year to have its research program deal directly with the practical problems of the perfume and toilet preparations industry.

In carrying out this program, Dr. David Davidson, the A. M. T. A. Research Fellow at Columbia University, is interviewing executives and chemists in the industry with regard to their technical problems. The material which he secures from these trade sources will be studied and the research program of the Association will be based upon such material this year.

Dr. Davidson would appreciate receiving suggestions for perfume and cosmetic problems to be studied by the A. M. T. A. from members who are interested. Communications concerning such suggestions or requests for interviews may be addressed to Dr. David Davidson, care of Dr. Marston T. Bogert, Columbia University, Broadway and 116th street, New York City.

* * * *

Ritz Perfume Co., and Ritz Chemical Co., Brooklyn, N. Y., have advised us that both companies are now in new quarters at 621-9 Kent avenue. Offices and laboratories are being maintained at that address where considerably larger space is available for manufacturing operations. Hyman Huebschman is president of these companies which manufacture perfumes and toilet goods and numerous medicinal specialties.

* * * *

David Engel, representative of Charles of the Ritz, Inc., New York, spent a few days at the New York office early in November before leaving for a trip through New England territory. Mr. Engel reports that business has been excellent in his territory in recent weeks.

* * * *

Charles Prince, actively identified with the toilet goods industry for the past seven years, has joined Les Parfums Marly, Inc., New York, as special representative. Prior to this connection Mr. Prince had been sales manager of Ybry since the inception of the line in this country and is known to toilet goods buyers from coast to coast.

* * * *

Varady-Vienna, Cleveland, makers of cosmetic devices and preparations, appointed Gerstenberger Advertising, Inc., advertising agency of that city, to direct its advertising account. Magazines, business papers and direct mail will be used.

L. C. Namy, who has been connected with the sales staff of Ungerer & Co., New York City, for the past three years, is now associated with the Institute de Beaute, Inc., and will cover the New York territory and vicinity. Prior to his association with Ungerer, Mr. Namy was with Orbis Products Trading Co., also of New York City. His knowledge of essential oils and his wide acquaintance in the cosmetic field will be a great asset to him and to the Institute de Beaute in his new work.

* * * *

Bruck-Weiss, Inc., New York City, has recently installed a perfume department, in which will be handled exclusively the perfumes of Molyneux and its own private brand, as well as the preparations of Alexandra de Markoff, both of New York City.

Kurzman's department store also of New York City has developed a perfume department and will handle the perfumes of Prince Matchabelli Perfumery, Inc., and the de Markoff items.

* * * *

Lillian Gibbel & Co., Toronto, manufacturers of a line of cosmetics and toilet preparations, have opened a beauty salon at 232 Yonge street, Toronto, for the purpose of acquainting the public at first hand with the benefits of preparations. The salon will be under the personal direction of Miss Gibbel who will herself demonstrate the products of the firm. Sales through regular retail outlets will be continued.

* * * *

Spencer Perfume Co., formerly located in Chicago, has recently moved to South Bend, Ind.

* * * *

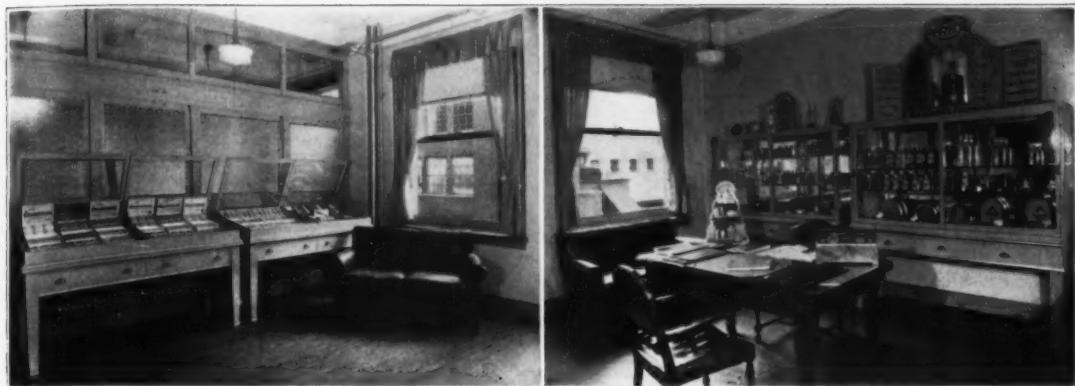
William A. Sherry, Los Angeles representative of the Flora Aromatics Co., Inc., New York, died October 15 after a very brief illness. Mr. Sherry was born in

New York City 56 years ago. He was for a considerable time connected with George V. Gross & Co. In 1921 he decided to locate in Los Angeles, and with a partner he established the soap manufacturing company of Jennings & Sherry Co., Inc. This company is still in existence manufacturing the well known "Aristocrat Lemon" toilet soap. A few years ago Mr. Sherry severed his connection with it and since that time has devoted his efforts to the perfumery and toilet goods trade. He maintained warehouses and laboratories in Los Angeles, and traveled throughout the coast territory, where he was one of the most popular sales representatives in the industry.

He leaves a widow, Mrs. May E. Sherry.

* * * *

Mr. and Mrs. Francois Amic, Grasse, France, are rejoicing in the birth of a daughter, Roselyne. Mr. Amic is one of the directors of Etablissements Roure Bertrand Fils & Justin Dupont, S. A.



TWO VIEWS OF FERD. MUELHENS, INC., SHOWROOM

Ferd. Muelhens, Inc., New York, American branch of the Cologne house of the same name, has considerably enlarged its office space at 25 West 45th street and has redecorated its executive offices and showroom in attractive gold and blue, the color scheme of the "4711" line of toilet preparations.

The two photographs, shown herewith, are views of the showroom at that address but they give but a faint idea of the harmonious and attractive setting afforded the company's products, which are displayed

in handsome gold and blue cases. Comfortable facilities for the entertainment of buyers are combined with an effective presentation of the company's products. An interesting feature, not shown in the photographs, is a model show window effectively decorated with "4711" products. Adjacent to the showroom are the executive and sales offices while in another section are the accounting and other departments. The entire suite is most attractive and convenient both for the staff and for customers.

The new Trade Commissioner for Mysore in London, C. Runganatha Rao, assumed office recently. He succeeds B. T. Kesaviengar and his appointment is of four years' duration. The Mysore Trade Commission-ship differs from that of British India in an important respect, being a selling agency for products owned or controlled by the Mysore Government. The chief business is in sandalwood oil, the extraction of which constitutes one of the oldest indigenous industries in India. The principal center of the industry is Kanauj, in the United Provinces, where, by primitive processes, perfumes were produced for generations. Of late years methods have been much improved. Though there are a number of small distilleries in the adjoining Madras districts, distillation was long prohibited in Mysore State; but the collapse of the demand for the wood after the outbreak of the War led Sir Alfred Chatterton, Director of Industries in Mysore, to carry out experiments for the distillation of the oil.

Mr. Runganatha's predecessors in office have been well known to the trade here through their periodic visits in the interests of the sandalwood oil business. The Mysore government is represented in the United States by W. J. Bush & Co., Inc., New York, and in Canada by W. J. Bush & Co. (Canada), Ltd., of Montreal. Mr. Runganatha is contemplating a visit to the United States in the near future.

* * * *

In the advertising section of this issue there appears the second advertisement of the President's Committee on Unemployment Relief. Despite the early success of this appeal for funds, the need is still urgent and we again commend the request to the attention of our industry.

Philippe Chaleyer, well known in the essential oil industry was the principal speaker at a recent meeting of the New York Section of the Societe de Chimie Industrielle. Mr. Chaleyer discussed Essential Oils and the Perfume Industry. After referring briefly to the French Colonial Exposition he described the various essential oils produced in France and her Colonies referring also to those manufactured in other countries including the United States. He then described methods of essential oil extraction and purification and spoke briefly of the progress of synthetic chemicals in recent years as substitutes for and supplements to the natural products. In closing he urged the development of a central agency or Cartel by which essential oil and aromatic chemical producers in various parts of the world might collaborate for the betterment of the entire industry.

* * * *

Prince Georges Matchabelli, president of Prince Matchabelli Perfumery, Inc., New York City, left November 16 for a two weeks trip throughout the West. The Prince will visit the various cities including Chicago and St. Louis, where his perfumes and other products enjoy distribution.

On a recent trip to Chicago he made arrangements with Jacques, an exclusive Chicago shop, to handle his perfumes. The Princess Rostislav, sister-in-law of Prince Vasili, special representative of the company, will be in charge of the department.

On this visit the Prince also talked with the management of the 1933 Exposition with the view of having a perfumery display composed of the leading perfumers in the country.

Some important changes in the general organization of Owens-Illinois Glass Co. have been announced by president Wm. E. Levis, following a meeting of the board of directors of the company held at Toledo. Harold Boeschenstein becomes vice-president and assistant general manager. He is succeeded by F. J. Solon who is promoted to the position of general sales manager.

Both men are very well known to the trade; Mr. Boeschenstein having been associated with Illinois Glass Co., for approximately eight years, and Mr. Solon with Owens Bottle Co., for twenty years. Upon the consolidation of the properties of The Owens Bottle Co., and Illinois Glass Co., in 1929, Mr. Boeschenstein was made vice-president and general sales manager and Mr. Solon, sales manager of the prescription, pharmaceutical and proprietary lines. Their present advancement will be interesting news to their wide circle of friends and acquaintances.

Despite their considerable experience in the glass business, both men are relatively young, neither having yet attained the age of 40. Their promotion comes as a further expression of the company's policy of developing its executives from men within the organization rather than seeking them outside. The news of these changes was first announced to a meeting of the managers of the company's branch sales offices held in Toledo, recently and was received most enthusiastically.

At the same time, two other advancements were announced. Smith L. Raardon is now placed in charge of the pharmaceutical and proprietary sales, while Stanley J. McGiveran assumes charge of sales of prescription ware. These promotions will not involve any substantial changes in their present duties, as for some time past they have been doing virtually the work that will be required of them under the new line-up. Both are popular members of the company's sales organization and received a big hand when the announcement was made at the sales meeting.



HAROLD BOESCHENSTEIN



F. J. SOLON

The company's sales volume, while somewhat under that of last year, is holding up very well in the face of existing conditions. Of particular significance is the fact that the company has just announced the retirement of an additional \$500,000 of its 5 per cent ten year debentures out of treasury funds. This leaves only \$2,000,000 out of an original issue of \$5,000,000 now outstanding.

L. J. Zollinger, vice-president in charge of sales for the George Silver Import Co., New York, has resigned to become associated with Albert Verley, Inc., Chicago, as vice-president and director, in which company he has acquired an interest.

Mr. Zollinger is well known in the perfume, soap and cosmetic industries having been connected for a number of years with such firms as Marshall Field & Co., Chicago, Remiller Co., (a subsidiary of the Owl Drug Co.), Richard Hudnut, etc., and for the past ten years with the George Silver Import Co., who are American agents for Etablissements Rouré-Bertrand Fils & Justin Dupont, Grasse and Paris.



L. J. ZOLLINGER

In his new connection he joins an old friend, David A. Bennett, who organized Albert Verley, Inc., in 1926 to represent Etablissements Albert Verley, Ile St. Denis, France, manufacturers of synthetic aromatic chemicals and specialties. Mr. Bennett will continue to make his headquarters in Chicago, while Mr. Zollinger will be in charge of the New York office.

* * * *

The Th. Goldschmidt Corp., New York branch of the Th. Goldschmidt A.G., Essen, Germany, has recently enlarged its facilities for sales and research on various cosmetic bases developed by its principals in Germany. R. A. Kramer is in charge of sales with offices at 68 Beaver street, New York.

The Th. Goldschmidt A.G. is well known in the heavy chemical industry and is the originator of the Goldschmidt "Thermit" process of welding and the Goldschmidt process of detinning. About four years ago research work was begun on cream and ointment bases and the company's product "Tegin" is announced on the market is the result of this research.

* * * *

Dr. L. V. Redman, president-elect of the American Chemical Society and vice-president and director of research of the Bakelite Corp., New York, has been awarded the 1931 Grasselli Medal, industry's annual tribute to distinction in applied chemistry, it was announced on September 26 by the American section of the Society of Chemical Industry.

The decision was based upon industrial studies, the results of which were embodied in a paper on "Cost of Research and Its Apportionment," read by Dr. Redman before a joint meeting of the section, the New York section of the American Chemical Society, the Société de Chimie Industrielle and the American Electrochemical Society on Dec. 9, 1927.

The bestowal took place at an assembly of the chemical societies of the metropolitan area on Nov. 6, at which the recipient spoke on "Research as a Fixed Charge." D. D. Jackson, executive officer of Columbia University Chemical Engineering Society, made the presentation speech.

for
ned
go,
he

and
ber
rms
Co.,
(a
Dwl
ud-
ast
urge
are
for
e-
tin
ris.
ion
nd,
or-
ey,
ent
ence,
and
his
in

Astrological House, Inc., New York City, manufacturers of perfumes, has appointed Schwab & Beatty, Inc., to direct its advertising account.

* * *

Jacques Riedweg, assistant general manager of L. Givaudan & Co., Paris, arrived in this country recently to confer with executives of Givaudan-Delawanna, Inc., associates of L. Givaudan & Co.

Mr. Riedweg is well known to many manufacturers on whom he has called in the past. This year he will again visit the trade with the regular Givaudan-Delawanna representatives in the various territories throughout the United States and Canada. He advises us that he has brought with him for introduction to American perfumers several new and interesting aromatic chemicals and special perfume bases. His extensive knowledge of perfumes and perfumery materials should be very helpful to manufacturers who generally look forward to his visits with interest. He will remain in the United States for several months.

* * *

Our only regret in publishing this item is that we are unable to present with it a photograph of "Genial Jim" McKnight, but Jim does not let such things as anniversaries interfere with covering his territory, and since he is on the road it has been impossible to secure his picture. All of which is by way of introduction to the fact that James W. McKnight on November 1 completed 25 years of service with George Lueders & Co., New York, during which time he has made a host of friends in the industry who will be pleased to join in congratulations on this anniversary. We are sure that his periodic calls on his many customers are as eagerly awaited as is his annual subscription visit to the editorial offices. We wish him as many more years of happy service to the trade and to his house as he may desire to spend with us.

* * *

Louis Rapin, vice-president of Antoine Chiris Co., New York, has just returned from a three weeks' trip to the Middle West. Mr. Rapin reports that he feels conditions are improving in that territory, and that considerable progress has been made by the toilet preparations industry since his last visit to the trade in that section.

He pointed out especially that moderate-priced and low-priced lines have gone ahead very rapidly in recent months, and he believes that this is a tendency which merits careful consideration on the part of the industry.

* * *

Banner Folding Box Co., Inc., Brooklyn, N. Y., has added John A. Warren to its sales staff. Mr. Warren is well known in the drug and toilet goods industry and was formerly sales manager for the Heftner Folding Carton Corp., Brooklyn, N. Y.

M. W. Parsons Imports & Plymouth Organic Laboratories, Inc., New York, has recently taken over the United States and Canadian representation of "Thoreps" from the Ce-Thor Chemical Corp. "Thoreps" is a base suitable for the preparation of toilet creams and was first introduced to this country in March of this year, at which time the Ce-Thor Chemical Corp. was appointed to represent the interests of the German manufacturers. The present change in representation was made by mutual agreement because of the excellent sales and distribution facilities of the Parsons organization and of its wide acquaintance in the toilet goods industry during the past thirty years. Sales representation is maintained in Chicago, St. Louis, San Francisco, Los Angeles, Toronto and Montreal. M. W. Parsons Imports & Plymouth Organic Laboratories, Inc., has carried on research on "Thoreps" during the two months' period prior to its appointment as representative in order to assure its suitability for the American market. Under the new arrangement this product will be handled in conjunction with "Plymouth" brand stearates and raw materials.

* * *

We are pleased to congratulate W. Kyle Sheffield, vice-president and secretary of New England Collapsible Tube Co., on his recent marriage to Marguerite Alvis Ehrman, of Birmingham. The ceremony took place at the home of the bride's sister, Mrs. Philip Mock, New York City.

* * *

Sherwood Petroleum Co., Inc., Brooklyn, N. Y., has sold out the interest of its perfume department to Standard Aromatics, Inc., of Brooklyn, N. Y.

The Sherwood Petroleum Co. was organized in 1918 by Harold H. Sherwood, specializing in the products of petrolatum and mineral oils for the cosmetic trade. The business of the company grew and it was compelled to enlarge its quarters repeatedly until now it occupies an entire ground floor in the Bush Terminal.

The officers of the company are Harold H. Sherwood, president; Arthur J. Glacel, vice-president; William F.



W.M. F. KRONEMAN AND H.H. SHERWOOD

Kroneman, vice-president; G. D'Amore, treasurer and James W. Jackson, secretary.

As in the past the company will specialize in the manufacture and sale of petrolatums, white oils, mineral jellies and the importation of Russian mineral oils for cosmetic and pharmaceutical purposes.

The Fall radio program, sponsored by McCormick & Co., Baltimore, started on September 29 with a return engagement of the former Metropolitan prima donna, Mabel Garrison, accompanied by The McCormick Symphony. The concerts will be given over station WBAL every Tuesday evening from 8.30 to 9 P. M. A native Baltimorean, Miss Garrison received most of her musical education in her own city, and is one of a very few to have achieved world wide fame without studying abroad.

* * * *

Innis, Speiden & Co., New York City, advises that it has made several recent connections with primary sources of supply in order to serve the manufacturers of toilet preparations to better advantage. The new products recently added include "Aquaphil", zinc oxide, lanolin, beeswax and caustic potash produced by Isco Chemical Co., a subsidiary of Innis, Speiden & Co.

After a careful study of the growth of the toilet preparations field the company believes that the industry has an extensive future and for that reason it has entered on a policy of diversification of its products to meet the expanding needs of the trade.

* * * *

Standard Aromatics, Inc., Bush Terminal Bldg. No. 1, Brooklyn, N. Y., has been formed and has been appointed exclusive sales agent for the United States and Canada for Payan & Bertrand, Grasse, France, natural floral products; and Dr. Giuseppe Romeo-Filocamo, Reggio, Calabria, Italy, citrus oils.

Standard Aromatics, Inc., has furthermore acquired by purchase the perfume interests of the Sherwood Petroleum Co., Inc., Brooklyn, N. Y.

* * * *

Julian W. Lyon, broker and agent in crude drugs, gums, spices and essential oils, sailed for Europe November 7 accompanied by his wife. Mr. Lyon will call upon his principals, as well as the principals of the F. W. Mead & Co., which business he owns.

* * * *

The advertising account of The Pompeian Co., Inc., Elmira, N. Y., Pompeian toilet articles, has been placed with N. W. Ayer & Son, Inc.

D. Batzouroff of Batzouroff & Co., Sofia, Bulgaria, distillers of otto of rose, arrived on the *Europa*, November 16 for a visit of a few weeks to the American market. He is making his headquarters with his American representative, George Lueders & Co., New York City, and conferring with E. V. Killeen, president of that company on business conditions particularly with regard to otto of rose.

Mr. Batzouroff advises us that he has in course of preparation the 1931 edition of his annual booklet on crop and market conditions in his specialty. This booklet, which has attracted much interest among consumers in the past, will be ready for distribution within a short time and will be sent to interested members of the perfume and toilet preparations industry.

He expressed his gratification at being again in America and his pleasure at the opportunity of meeting the many friends he has made in this country during the course of his frequent visits here. He preferred, however, to withhold comments on the rose crop until his booklet is ready for distribution.

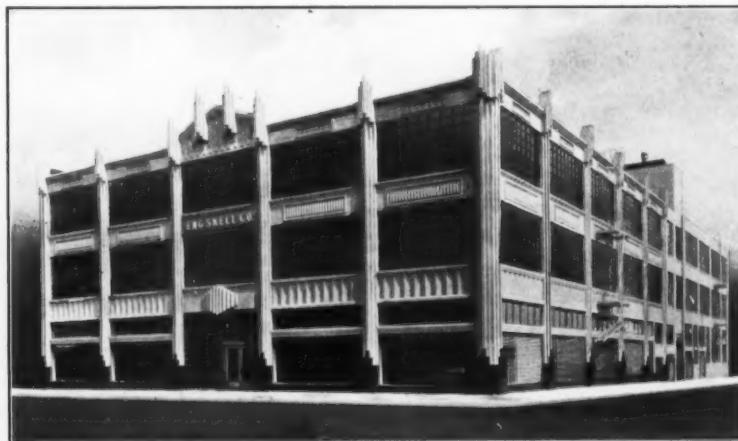
* * * *

Eng-Skell Co., San Francisco, manufacturers of flavoring extracts and other bakers' and confectioners' supplies, has recently moved into its new building at 1035 Howard street. This new structure, which is the last word in arrangement and equipment, is of three-story steel concrete and glass construction, and is one of the most complete and up-to-date plants in this field.

The building occupies a lot with a floorage of 100 feet and a depth of 280 feet. The main building itself covers ground space 100 x 200 feet. It affords approximately 100,000 square feet of floor space. The offices, laboratories and main warehouses of the company are now consolidated in this building which replaces three former plants.

On the ground floor are the general offices and display room, as well as the shipping, receiving and order departments. On the mezzanine there are several private offices and a large salesmen convention hall together with additional storage space. The second and third floors are devoted to manufacturing, while a penthouse is equipped with lunch room and recreation room for the employees.

The company was founded in 1900 and incorporated in 1905. William A. England, one of the founders, is president.



NEW PLANT OF ENG-SKELL CO.

Martin F. Schultes, vice-president of Hewitt Bros., Soap Co., New York, has recently returned from a two-weeks' trip throughout New York State and the Middle West. Mr. Schultes stopped over at the general offices at Dayton, Ohio, for a few days to attend the meeting of the Board of Directors. He reports that his company has just authorized the building of a new power house which will add about 1,000 horse-power capacity to its manufacturing facilities. This new building will adjoin the factory at Dayton and should be in operation by December 1.

* * * *

At the recent Dayton, Ohio, Advertising Exhibition, the Parker Advertising Co., of that city showed eight panels, representing the work which it has done for its clients during the last year. These panels were among the most attractive of the 128 similar displays at this interesting exhibition. Among them was one consisting entirely of advertisements produced by the company for the W. F. Robertson Steel & Iron Co., and used exclusively in **THE AMERICAN PERFUMER**. The display continued for three days and was held in the Miami Hotel Ballroom. It was largely attended and attracted wide attention among members of the advertising fraternity and the business community of Dayton and nearby cities. The company was awarded first prize in the black and white class for an advertisement prepared for one of its other clients.

* * * *

A chemical and drug center in New York seems likely to be realized again by the number of houses in these lines which are taking space in the Empire State building. Nine prominent companies have already taken offices there and others are said to be negotiating for space. The passing of the old drug trade center, which formerly occupied large space on Platt, Cliff, Gold, John and Fulton streets and vicinity in downtown New York, has been regretted by the trade and especially by the "old timers." Nothing has yet taken its place but Empire State seems destined to become an important center for the industry.

* * * *

Procter & Gamble Co., Cincinnati, Ohio, has appointed Erwin, Wasey & Co., New York, to handle the advertising of "Oxydol", a household package soap.

Pedlar & Ryan, Inc., New York, has been appointed to handle the advertising of "Camay", a toilet soap. No change is contemplated in the handling of the rest of the firm's advertising account which has been and is in the hands of The Blackman Co.

* * * *

The Lee Chemical Co., Baltimore, manufacturer of Hy-C Kleaner, has appointed I. A. Goldman, advertising agency of that city, to direct its advertising account. Newspaper, radio and direct-mail advertising will be used.

* * * *

The National Oil Products Co., Inc., Harrison, N. J., has appointed McMullen, Sterling & Chalfant, Inc., New York advertising agency, to direct the advertising of its "Euthol", an olive oil product for the hair and scalp.

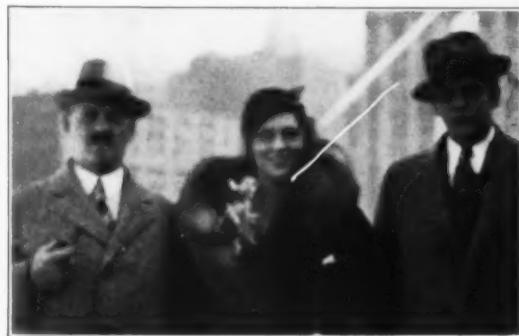
Lautier Fils Inc., New York City, has advised us that Clarence Morgan & Co. has been appointed Chicago and Mid-West representative.

The Morgan company was organized some years ago by Clarence Morgan and has made rapid progress as a distributor of chemicals, drugs, essential oils and specialties in the Middle Western territory. Among the companies for whom it has acted as representative are Emery Industries, Inc., Cincinnati; Chas. W. Jacob & Allison, New York; Reynolds Chemical Co., Utica; and Thurston & Braidich, New York.

The company is very well equipped in personnel and experience to give service to the many customers of Lautier Fils Inc., in its territory.

* * * *

Edward T. Bischoff, secretary of the Ernst Bischoff Co., New York, and Mrs. Bischoff sailed on the *Calamaro*, November 5, for Havana. The departure was made the occasion for an informal reception to the couple in which relatives and friends took part. In the accompanying photograph snapped just prior to



WATSON A. GUTHRIE AND MR. AND MRS.
EDWARD T. BISCHOFF

sailing, are shown Commodore Watson A. Guthrie, father of Mrs. Bischoff, Mrs. Bischoff and Mr. Bischoff. The cruise included visits to the principal places of interest in Cuba.

* * * *

The Alsop Engineering Co., New York City, exhibited its new asbestos disk filters at the recent convention of the American Bottlers of Carbonated Beverages in Dallas, Texas. The company's booth was located at the entrance; so that the attractive display of the full line of equipment was seen by all who attended the exhibit. Visitors were greeted by Samuel Alsop, president; Charles E. Crowley, vice-president; Walter W. Freystedt, second vice-president and Fred Ertel. Since the introduction of the new filters the company has had to operate on a 24 hour basis to keep up with the demand for them.

* * * *

Jean Bagaroff of Bagaroff Frères, distillers of otto of rose, Sofia, Bulgaria, and Mme. Bagaroff arrived on the *Bremen* recently for a visit of several weeks in America. Mr. Bagaroff who has for many years been practically an annual visitor will call on the trade in otto of rose and renew his acquaintance with his many friends in America.

Ernest C. Schmidt has recently joined the M. W. Parsons Imports & Plymouth Organic Laboratories, Inc., New York, as sales representative in the local territory. Mr. Schmidt has had broad experience in the drug and toilet goods industries and represents the 6th generation of pharmacists in his family. He received his Ph.G degree from College of Pharmacy, Columbia University, N. Y. in 1907 and is a nephew of the late Adolf Goetting formerly perfumer for the California Perfume Co.

* * * *

L. Sonneborn Sons, Inc., New York, refiners of petroleum and its products, formerly located at 114 Fifth avenue, moved on November 1 to larger and more convenient quarters in the American Book Building, 88 Lexington avenue. The new telephone number is BOgardus 4-3700.

* * * *

The Continental Can Co., Inc., New York City, will receive royalties on the output of cans and tinplate from J. J. Carnaud & Forges de Basse-Indre and subsidiaries, French manufacturers of tin containers and tinplate, and on such machinery as the French company may manufacture under Continental's patents, according to an agreement announced November 5.

The Continental Can Co. disposed of its stock interest in the Compagnie Franco-Continentale de Boites Metalliques acquired in 1930. It has a minority interest in the Metal Box Co., Ltd., England.

* * * *

Henry A. Gamelin, previously advertising manager for The Bullard Co., Bridgeport, Conn., has joined the U. S. Industrial Alcohol Co., of New York, in an advertising and marketing capacity. Before joining the Bullard Co., he was sales and advertising manager of The Automatic Machine Co., also of Bridgeport.

* * * *

Houbigant, Inc., New York, presented recently the first in a long series of broadcasts over Station WJZ and stations affiliated with the Blue Network of the National Broadcasting Co.

This radio advertising of Houbigant was created to support other advertising on Houbigant "Individual Lotion," a perfume for the hair, and a finishing and dressing preparation as well, that is already being supported by national periodical advertising.

At a tea given at the home of Miss Clara Ogilvie, one of the famous seven sisters of the Ogilvie Sisters, New York City, several interesting announcements were made regarding recent developments. After the serving of delicious refreshments, Miss Jessica Ogilvie told of the connection that the company had made with Seligman & Latz. Seligman & Latz have now on their list a large number of department stores throughout the country and the Ogilvie Sisters are very much pleased that arrangements have been made to install their treatments in these stores.

Another announcement of considerable interest was the opening of a new Boston treatment salon. The R. H. Stearns & Co.'s store have built a beautiful new salon where the Ogilvie treatments will be given exclusively. Miss Jessica has gone to Boston to supervise the opening which is being held the week of November 23.

From Boston she plans to make an extensive trip covering all of the larger cities where their treatments are being installed to see that the operators are carrying out the Ogilvie method and system.

A reconditioning oil composed of a combination of the oils essential for a hot oil shampoo was also announced at the tea. This has been developed by Miss Clara in their laboratories in New York City and is the latest addition to their products. Miss Clara especially recommends it for use after a permanent wave in order to soften the ends of the hair. She also advises that it leaves the hair in a condition very easy to handle.

* * * *

The new vegetable oil works of Lever Brothers, in England, are now nearing completion. They occupy a commanding position close to the River Mersey, near Bromborough. There is a railway station with 12 platforms under a glass roof, with accommodation for 120 10-ton freight cars at one time, and in the power house are eight Lancashire boilers. The refrigerating plant consists of three units capable of refrigerating 1,000 tons of material per day.

* * * *

John Powell of John Powell & Co., Inc., New York, has just returned from a month's trip through the Middle West. Mr. Powell reports improved business conditions existing in that section of the country.

The Mefford Chemical Co., Los Angeles, has been appointed Pacific Coast representative for Albert Verley, Inc., Chicago, as well as for the Interstate Color Co., New York, and has advised us that it will carry stocks of the Verley line of aromatic chemicals and specialties and the Interstate line of cosmetic colors in its extensive plant and warehouse in Los Angeles, a photograph of which is reproduced herewith. The company was organized in 1919 by E. C. and H. A. Mefford and is still under their direct control and supervision. In addition to its new lines it also carries stocks of other cosmetic chemicals and specialties and is equipped to supply these specialties from stock.



Chicago

THE Chicago Perfumery Soap & Extract Association has completed a very active social program for the months of November and December. The first event on the schedule was the luncheon meeting held in the Midland Club on November 4th, which broke the year's record for attendance. The members were entertained by Axel Christensen, National Broadcasting Co. artist, better known as the world's greatest "Master Mirth Maker," humorist and magnetic radio raconteur. The Bowling committee has arranged to use the private bowling alleys of the Elks club, every Wednesday night, and several interesting tournaments will be held during the season. The first includes a turkey bowl to be held November 18, and the winners will carry home turkeys for their Thanksgiving repast. The grand prize tournament will be held December 23, which will be a handicap event for all members establishing their handicaps by bowling in ten previous games. Turkeys, geese, and ducks will constitute the prizes at this big event and reservations are beginning to pour in for tournaments.

The banquet this year will be held December 2 in the Crystal Ballroom of the Knickerbocker Hotel, and according to advance reports received from A. G. Schneider, chairman, it promises to be the largest and most elaborate banquet ever held by the association. At the last meeting of the executive committee it was decided that the association bear the majority of the expense of the annual banquet. The committee, after checking up on the surplus funds in the treasury of the association, decided that some of the funds should be expended for the enjoyment of its members and have issued an announcement that the banquet this year, instead of costing the members the usual five dollars per plate, will cost each member only two dollars and fifty cents per plate. To commemorate this generosity on the part of the association, the entertainment committee have arranged for additional theatrical talent which will include a number of the leading stars now appearing in Chicago as well as one of the leading syncopating radio orchestras. The ladies will also receive the usual souvenir package, which will contain a larger assortment than ever of toilet requisites. This souvenir package is made possible through donations of the items from manufacturing friends of the association, who are thus afforded this opportunity of placing their newest creation before the ladies.

* * * *

The Chicago Drug & Chemical Association will hold its Christmas party at the Stevens Hotel on the evening of December 17th. Contrary to the usual custom, there will be no charge for the tickets this year as the board of directors feels that the funds of the association should be expended for the benefit of the members. The banquet this year has been planned on a very extensive plan, with a dinner to satisfy the most exacting epicure, souvenir bags that promise to be bigger and better than ever and an exceptionally good entertainment, in fact everything that anyone could desire to stimulate good spirit and good fellowship will be provided. As usual this will be strictly stag and positively for members only. On account

of the association bearing the entire expense of the banquet this year, the committee felt that the tickets should be restricted to members only and therefore the tickets will not be transferable, and admission will be only by ticket and membership card. The association, realizing that this year requires additional charity, passed a resolution to donate \$250 to the relief fund for the unemployed and needy.

* * * *

Gabriel S. Wegener, 64 years old, president of the Hudson Manufacturing Co., makers of flavoring extracts, died suddenly November 6th, at his home in Kenilworth, Illinois. Death apparently was due from heart disease. Mr. Wegener began the manufacture of vanilla products in Chicago in 1888. He is survived by his wife.

* * * *

Alden Scott Boyer, president of Boyer Laboratories, has returned to Chicago after a speedy trip to his Paris plant.

* * * *

Congratulations are extended to Geo. H. Blake, the St. Louis representative of Givaudan-Delawanna, Inc., New York, over the arrival of a son named Vance, born November 6.

* * * *

Dr. G. F. Wolfe is now connected in a chemical advisory capacity with the Marcelle Laboratories. Dr. Wolfe is not a newcomer to Chicago, having spent several years here as perfumer for one of the leading manufacturers, after which he traveled to Germany and Switzerland. More recently he was connected with the perfume department of McKesson & Robbins.

* * * *

The Petrol-Agar Corp. have moved into its new and spacious building located at 8100 McCormick boulevard. A further announcement is expected shortly regarding several other concerns which are closely affiliated with the Petrol-Agar Corp. and plan to make this new building their headquarters.

* * * *

J. Jirka, who was for many years buyer of toilet goods and sundries for the Fuller Morrison Co., wholesale druggists, Chicago, is now connected with American Sales Distributors of that city.

Cleveland

AN Elizabeth Arden toiletries representative was a recent visitor in Columbus, introducing the new color-combination idea and giving free an ensemble make-up to women visiting the toilet goods department of the Lazarus Department Store. She analyzed skin tone and evolved precise make-up to harmonize with new clothes colors. Many women took advantage of this opportunity to get a sample make-up free.

* * * *

The McKelvey Co., Youngstown, is selling two soap products, "Polo" Safety Soap, and "Nemo" Olive Skin Soap.

* * * *

Representatives of two toiletries lines worked in Akron simultaneously. The Elmo representative gave

public consultations on cosmetics at the M. O'Neil Co., and the Dorothy Gray representative did the same at Polsky's.

* * * *

The food show season is on and it appears that the coming shows will outrival all others in the number of exhibits by soap manufacturers.

The recent food show sponsored by the Cincinnati Retail Grocers' Association at Coney Island had several soap exhibitors. The Werk Company reported outstanding success with its exhibit.

250,000 people visited this show, so it proved an excellent way for manufacturers to get their goods before a large section of the buying public.

* * * *

The Columbus Food Show is being held November 16-21 at Memorial Hall. This event, backed by the Columbus Retail Grocers' Association, ranks as one of the foremost exhibitions of the kind held in the country, and is conducted on a high plane of standards.

* * * *

The most important food show of all Ohio shows is the annual exhibit at the Cleveland Public Auditorium, sponsored by the Cleveland Retail Grocers' Association. The dates of this show are January 14th to 22nd, 1932, affording manufacturers plenty of time to arrange for exhibition.

* * * *

The M. Werk Co., large Cincinnati soap product manufacturer, premium room in Cleveland is now located at 2402 Carnegie avenue.

* * * *

W. S. Morgan is acting as Cleveland representative for the Allen B. Wrisley Co., manufacturer of Oliv-i-lo hand-soap, laundry soap flakes, etc. Contacting the local grocery trade he is securing a good volume of orders for this product.

Los Angeles

As an aid to romance, perfume is invaluable, and where smart gowns and Eugenie hats fall flat, a whiff of jasmin succeeds, in the opinion of Jean-Pierre Guerlain, son of Pierre Guerlain, head of the house of Guerlain, perfumers of Paris, in a recent interview. Is it an accident, he asks, that flowers are scented?

"American women," commented the Parisian, "prefer stronger perfumes than the women of Europe. They demand scents with a bit more 'kick.' They are not interested in the floral odors, favoring composite perfumes." In spite of their preference now for the more exotic odors, Mr. Guerlain states that he believes that there will be a return to a more romantic view of life, which will be expressed in floral odors.

Mr. Guerlain came to the United States for first-hand information as to the perfume tastes of American women. He believes that they have developed original tastes in perfume.

* * * *

Windows, wall and floor cases devoted to beautiful displays of perfumes whose names are familiar wherever smart women gather—Guerlain, Lenthalic, Caron, D'Orsay, Houbigant. Cosmetics from the houses of Helena Rubinstein, of Guerlain, of Doraldina, in fact

cosmetics that are the finest made here and in the East; these are a few of the many attractive details of the new drug store recently opened by Andrew Kennedy and known as the Kennedy Pharmacy at 8024 Sunset Boulevard in the southwest corner location of the new Sunset Medical Building.

It is in many ways more of a salon than an ordinary drug store. Women buyers may shop here with none of the confusion resulting from mixed merchandise with choice easy from the buffet displays that line the walls and with surroundings as beautiful as one could ask for. Mr. Kennedy is well known in the store that he has operated here.

* * * *

Palm oil in bulk from Java is expected to be a regular shipment to Los Angeles in future, it was learned here recently from Captain H. H. Birkholm, vice-president and district manager for the General Steamship Corp., Ltd. The corporation is agent for the Siver-Java Pacific Line, whose motorship *Siverbelle* arrived here last week with a large shipment of bulk palm oil from Java for local discharge. During the past, palm oil shipments have been confined to barrels on a small basis. The importance of palm oil has been skyrocketed by the decline of Java's rubber market, Captain Birkholm stated, and vessels of the Siver-Java Pacific Line are equipped to handle adequately the shipment of the newest local import.

* * * *

Dr. Otto Schmidt, chief chemist for the I. G. Farben-industrie, makers of "Agfa" synthetics and connected with Drug, Inc., arrived in Pasadena recently for a stay of three months to study and lecture at the California Institute of Technology.

New Orleans

FREDERICK AUGUSTUS DICKS, president of F. A. Dicks & Co., Inc., and widely known for many years in the drug business in Mississippi and Louisiana, passed away recently, at his residence in New Orleans.

Mr. Dicks was founder and for 36 years president of Finlay-Dicks & Co. of this city, which was sold in 1924 to the Meyer Bros. Drug Co. Following the sale Mr. Dicks organized F. A. Dicks & Co., Inc., of which he was active head until his death. He was 78 years old.

A veteran of the drug industry, he was originally a native of Natchez, Miss. He was engaged in the drug business with his father, George Jefferson Dicks, for several years before coming to New Orleans. Mr. Dicks spent much of the time in recent years at his summer home in Pass Christian. He was a recognized authority on Greek, Roman and Napoleonic history, and wrote and published a number of valuable brochures. He was a member of the Louisiana State Pharmaceutical Association, an honorary member of the Mississippi State Pharmaceutical Association, and a member of the National Wholesale Druggists' Association. He was also affiliated with the Sons of the American Revolution, and with several New Orleans clubs.

Surviving are his widow, formerly Miss L. J. Guice, to whom he was married December 30, 1875; a daughter, Mrs. Hubert G. Todd; a granddaughter, Miss Cath-

erine Todd; a brother, Charles B. Dicks; a sister, Mrs. Rosalie D. Gibbs of Long Beach, Cal., and a number of nieces and nephews. Nephews of Mr. Dicks and veteran employees of the company were active pallbearers at the funeral, which was according to the Presbyterian faith.

* * * *

Paul Freund, president of the Economical Drug Stores, Inc., and Mrs. Freund were presented with a silver service on the occasion of their twenty-fifth wedding anniversary by the managers of the eighteen Economical drug stores. Paul Freund, Jr., acted as master of ceremonies at the presentation. The Economical Drug Stores, Inc., are a local chain.

* * * *

The Meyer Bros. Drug Co., Inc., wholesalers and manufacturers, this month celebrated its 79th anniversary. Main offices of the firm are located in St. Louis, Mo. Carl F. G. Meyer is president, while C. A. Iorns is vice-president and general manager of the large New Orleans division.

* * * *

A radio address by August Worner, of Worner Drug Stores, Inc., was the main feature of the observance of Pharmacy Week in New Orleans. Mr. Worner is a member of the Louisiana State Board of Pharmacy and vice-president of the Louisiana State Pharmaceutical Association.

* * * *

Emile A. Zatarain, of E. A. Zatarain & Sons, Inc., has been elected second vice-president of the Young Men's Business Club, of which he has long been an enthusiastic member.

* * * *

Wisconsin

CONSOLIDATION of the Paper Makers Chemical Corp. with the Hercules Powder Co. is not expected to curtail activities at the Milwaukee plant of the former concern. The Milwaukee factory manufactures and distributes a diversified line of soaps, chemicals, cleaning compounds, rosin, turpentine, alcohol and other products.

It is expected, according to J. H. Wheeler, manager of the Milwaukee plant, that increased business will be done through the Milwaukee unit in the future.

* * * *

Articles of organization have been filed by the Beauty Appliance Corp. of Racine. The concern will manufacture beauty appliances and cosmetics and has been capitalized at \$25,000. Incorporators are Edward J. Fink, Wauwautosa; Orval H. Guenther, Milwaukee, and Wilmer W. Davis, Racine.

Circulars, Price Lists, Etc.

L. Sonneborn Sons, Inc., New York.—Circular on "Sono-Jell No. 9."—A high-quality, economical cleansing cream that you should want to investigate!

"You need only to melt it on a water-bath, add perfume, pour into jars, and it is ready for marketing! 'Sono-Jell No. 9' is a quick-break waterless cream. The moment it is spread on the skin, it liquefies, penetrates the pores and softens dirt and other impurities that cause blemishes. It is easily wiped off, leaving the skin

clean and fresh-looking! Great care exercised in its manufacture assures a product that will neither separate nor become granular. It will retain its snow-white color indefinitely and will never turn rancid! Has universal appeal to women and puts you in a position to offer your own cleansing cream without fear that someone else is marketing a superior product—for there is no superior product! The cost will satisfy the ultimate consumer and enable her to use it in her daily life!"

* * * *

Columbia Broadcasting System, New York.—Does Radio Sell Goods?—This is one of the most interesting compilations of facts and arguments with regard to the effectiveness of radio advertising which we have had the pleasure of examining. It goes into the subject in detail, consisting of an inquiry into the matter of radio advertising by Prof. Robert F. Elder of Massachusetts Institute of Technology. Facts and figures are marshaled in an astounding array and after reading the book, the answer to the question which forms its title can only be an emphatic "Yes!"

* * * *

American Beauty Co., New York.—Circular on liquid nail polish and nail gloss.—Quotes prices on these products and calls attention to a recent addition to the line, perfumed nail polish.

* * * *

F. J. Stokes Machine Co., Philadelphia.—Circular on high vacuum pumps.—Describes a new high vacuum pump manufactured by the company and illustrates by drawings and charts its operation and efficiency.

* * * *

Giles Can Co., Chicago.—"The Candle" for October.—An autumn number in which you can almost smell the smoke of burning leaves. Also something about the company's products appropriate for the season.

* * * *

Dodge & Olcott Co., New York City.—Catalogue for November-December.—A comprehensive price list of essential oils, essences, oleo-resins, synthetic aromatic chemicals and specialties made by the company and the foreign houses which it represents among which are Fabriques de Laire, Issy and Calais, France; J. Mero & Boyeau, Grasse, France; and Sanderson & Co., Messina, Italy.

* * * *

The Pfaudler Co., Rochester, N. Y.—The Glass Lining—This is one of the most interesting and attractive house publications which reaches our desk. The latest number especially devoted to dairy products carries the slogan, "Out of The Red by 1932." It contains much interesting information, including an article entitled "Around the Corner," and descriptions by prominent men in the field of the way in which the dairy industry has faced and fought the depression.

* * * *

Ungerer & Co., New York.—Wholesale price list for October and November.—This is one of the most complete price lists issued by the trade. It contains in addition to the usual prices on essential oils and aromatic chemicals, a great deal of interesting and useful

descriptive matter concerning the numerous specialties which Ungerer & Co. offers.

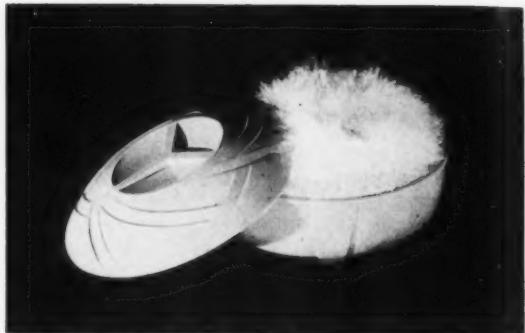
Included with the products of Ungerer & Co. are those of Charabot & Co. (Hugues Aine), France; M. Naef & Co., Switzerland; Stafford Allen & Sons, England; Botu D. Pappazoglou, S. A., Bulgaria; S. & G. DePasquale, Italy; Molino Coppirossi, Italy; Jules Valeri, France; Siegert Distillery, P. I.; Monsanto & Co., P. I.; E. Chardon, Reunion; Vidal-Charvet, France; and Ozone-Vanillin Co., New York, for whom the company acts as American representative.

The list is very effectively printed in brown. Copies may be had upon application to the offices of the company.

* * * *

Phoenix-Hermetic Co., Chicago.—*Circular describing the new "ST" cap.*—The Phoenix 'ST' cap is a metal cap. It consists of two metal shells: A threaded inner shell and a straight-sided outer shell crimped together into an inseparable piece. Thus, it has all of the advantages of a metal cap: Threads which will not chip or break off in application; shells which will not crack or split apart due to minor imperfections of glass mold seam, or when dropped upon the floor; flexibility which is necessary in securing a positive, leak-proof seal.

"Then, too, the user is not limited to a small assortment of drab solid colors. The 'ST' Cap may be decorated in a broad variety of brilliant coatings, and crystal finishes, or lithographed with your trade mark, or other design, in any number of colors. The 'ST' cap fits standard 'Capitol' and 'CT' finish glass, 'G. C. A. 400'. It is supplied with all standard liners. Beauty, dependability and reasonable price has already led to its adoption by some of the largest manufacturers of toilet preparations."



General Plastics, Inc., North Tonawanda, N. Y.—*Molded powder box circular.*—Attractive descriptive matter and photograph of a new Durez molded powder box available from stock molds. The principal feature is the excellent photograph of the box shown herewith.

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

A Cosmetic Handbook

"Taschenbuch fur Parfumerie und Kosmetik." By Dr. J. Davidsohn and K. Rietz. Wissenschaftliche Verlags gessellschaft, Stuttgart. Price \$3.00.

The German must have his "Taschenbuch"—a small book in which such information can be found as may be required at any moment in a laboratory or by a professional man. So, we have a "Taschenbuch" for engineers, one for physicians and one for practically every vocation. Now, in the book of Messrs. Davidsohn and Rietz, we have one for perfumery and cosmetics. It comprises about 300 printed pages, format 4 by 6 inches. The content furnishes first of all a series of abstracts of various articles or papers on toilet preparations and cosmetics, published in the four years prior to 1929. Next, we find short chapters on the compounding of perfumes, perfuming of soaps and a list of patents issued recently. A little more than one-half of the entire book is devoted to matters pertaining to commercial jurisprudence—such as patent law, trade mark law (German law, of course); also a statement of laws, regulations, court decisions, etc., which have been passed or handed down in the various countries of the civilized world. The remaining pages of the book are used for the tables usually found in reference books, such as atomic weights, metric system, thermometric conversions, water and alcohol densities, solubilities of ethereal oils and synthetics, etc.

For the American worker in the field of toilet preparations and cosmetics this book can be at best of only medium interest and usefulness. Limitation of space compelled the authors to select their material and chances are that one will not find what one is looking for at a given moment. Yet, if one is willing to make due allowances for the shortcomings of the book, it may well be considered a usable addition to the laboratory library.

C. P. WIMMER.

In Memoriam for Departed Friends

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BAKER, E. S., senior partner of S. F. Baker & Co., and Mrs. Baker, Keokuk, Iowa, November, 1924.

BOOTH, ARTHUR OLcott, treasurer of Dodge & Olcott Co., New York, November, 1921.

BOOTH, EMERY T., perfumer, New York, November, 1911.

BROMUND, ERNEST A., manufacturer of wax products, New York, November, 1918.

BURNHAM, EDWARD, pioneer toilet goods manufacturer, Chicago, November, 1924.

COLGATE, SIDNEY MORSE, chairman of the board of Colgate-Palmolive-Peet Co., at Orange, N. J., November, 1930.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.

DESCOLLONGES, MME. ETIENNE, wife of senior partner of Descollonges Frères, Grasse, November, 1927.

GATTAFOSSE, ROBERT, perfume expert and author, Lyons, France, died in the service, November, 1918.

GOERTZ, AUGUST, president of August Goertz & Co., Inc., Newark, N. J., November, 1929.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

JONES, FRANCIS W., president of Melba Manufacturing Co., Chicago, Ill., November, 1925.

KILLEEN, WM. H. R., brother of E. V. Killeen, vice-president of Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November, 1900.

KOehler, JULIUS, former secretary of Fritzsch Brothers, Inc., New York, November, 1927.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

MAGNUS, PERCY C., of Magnus, Mabee & Reynard, essential oils, New York, November, 1916.

RIGAUD, HENRI, chairman of the board of Parfumerie Rigaud, Paris, November, 1930.

SAUER, CUNO F., president C. F. Sauer Co., flavoring extracts, Richmond, Va., November, 1927.

SMITH, DOUGLAS, president, the Pepsodent Co., Chicago, November, 1927.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes, Rochester, N. Y., November, 1909.

THOMAS, VINCENT B., founder of Harriet Hubbard Ayer, Inc., New York, November, 1918.

WINBURN, MICHAEL, founder and head of Société Cadum, Paris, November, 1930.

WIRZ, A. HERMAN, president of A. H. Wirz, Inc., Chester, Pa., November, 1929.

Essential Oil Imports, Argentina, Larger in 1930

Imports of essential oils into Argentina increased from 104,000 kilos in 1929 to 106,000 kilos in 1930. Purchases of synthetic essences declined from 39,000 kilos to 25,000 kilos during the above period. The United States is an important source, particularly of peppermint oil, having furnished about \$19,000 worth of that commodity in 1929. Citrus oils were the most important from the standpoint of quantity, being followed by anise and lavender oils.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

A NEW bottle wrapper machine has just been placed on the market by Edward Ermold Co., New York City. This machine, known as "Resina Bottle Wrapper Machine," is described by the company as follows:

"The 'Resina Bottle Wrapper Machine' is an entirely new development in the way of machines, in that it manufactures an indented bottle wrapper from a roll of paper and automatically places the made wrapper over the bottle.

"The paper from which the wrapper is made comes in large rolls, there are two rolls which are placed on the machine at one time, as the paper passes through the machine at a certain point a small die cuts a notch in the paper, just as the paper advances it is folded over by a guide and at a certain point in its movement, gummed paper tape comes into contact with the folded paper and seals the two ends.

"This folded paper then continues to a certain point where a revolving knife cuts the paper, thus making the wrapper and after the paper has been cut it drops into a chute and at that moment two brass hooks in a reciprocating motion move in between the slots that were first cut into the paper then the wrapper is opened out, thus permitting the easy and accurate entrance of the labeled bottle.

"The placing of the wrapper on the bottle is a novel and accurate operation for the wrapper held open by the hooks is in line with the bottle which is elevated by means of a cam motion, and at the end of the stroke of this elevating arm, another part of the machine comes forward and pushes off the bottle with its wrapper onto a slowly revolving disc, there to be carried off by a conveyor, or other means to a point where packers are stationed that pack the bottles into cases.

"The machine is automatic insofar that no human hand touches the bottle as it enters the machine, the machine is really a duplex unit, each half doing 40 bottles per minute so that the total output is 80 bottles.

"The labeled bottles automatically enter the machine in a single line where they come to an automatic divider which places them in two lines, one for each operating unit.

"Should a bottle by chance fall or come against a stationary part of the machine, there is a very sensitive automatic clutch which immediately throws out and prevents breakage of the container or of the machine.

"This clutch is easily reset putting the machine right back into time again after the removal of the obstruction.

"It is estimated that a ton of this indented wrapping paper costs \$40.00 and will produce 80,000 wrappers to go over 12 oz. bottles similar to ginger ale bottles, and that in six months continuous operation of the machine, sufficient saving is effected over the cost of manufactured wrappers bought in carload lots, to pay for the price of the machine."

New Raw Materials

THIS department lists and briefly describes new raw materials placed upon the market by our advertisers. The statements made regarding these products are those of the seller and are not to be regarded as endorsements. Advertisers are invited to send small samples and descriptive matter of products for use in this section.

Flora Aromatics Co., Inc., New York City. Resedal.—"A unique aromatic of great yield, recently discovered by Chemical Works Flora, Switzerland, embodying the pungent, leafy, yet flowery fragrance of *Reseda-odorata* (mignonette). The perfumer will immediately recognize the unlimited possibilities of this product with its fascinating, true-to-nature odor. We recommend it particularly for creations on the mignonette, fougere, chypre type, etc., but it will also prove a welcome asset in fancy odors, flowery in character. Resedal is colorless, resists alkali and is also well adapted for use in soap. Suitable samples will be supplied upon request."

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Jeuness Charmant, Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. D. S. Kumble, 1328 Broadway, New York, N. Y.

Cryoil Products Corp., Buffalo, N. Y., cosmetics, \$20,000. Falk, Phillips, Twelvetrees & Falk, Buffalo, N. Y.

National Pine Tree Products Corp., New York City, N. Y., soaps, toilet articles, medical preparations, chemicals, drugs, perfumes; 1,200,000 shares common stock. Delaware corporation. United States Corporation Co.

Twindale Perfume Shop, Borough of Manhattan, N. Y., 200 shares common stock. Conrad, Rubin & Lesser, 150 Broadway, New York, N. Y.

Maison Elene, Borough of Manhattan, N. Y., cosmetics, \$50,000. S. A. Cohen, 392 Broadway, New York, N. Y.

American Beauty Nail Polish Co., Borough of Manhattan, N. Y., cosmetics, \$20,000. A. Kahn, 225 Broadway, New York, N. Y.

Sid-Jay Cosmetic and Bag Shoppe, Borough of Manhattan, N. Y., \$5,000. Attorneys' Albany Service Co., 299 Broadway, New York, N. Y.

The George H. Conn Co., Wilmington, Del., extracts, spices, toiletries, 500 shares of common stock. Corp. Service Co.

Trantino's, Inc., Hartford, Conn., cosmetics. Authorized capital, \$50,000, to consist of 5,000 shares of common stock of \$10 par value, of which \$1,000 is paid. The incorporators are Peter and Mary Trantino and Mary J. Reid.

Von Wertaur Laboratories, Ltd., Borough of Manhattan, N. Y., cosmetics, \$20,000. J. J. Silver, 551 Fifth avenue, New York, N. Y.

Prof. Raimon Institute de Beaute, Borough of Man-

hattan, N. Y., beauty parlor, \$100,000; 1,000 shares of common stock. W. E. Ringel, 545 Fifth avenue, New York, N. Y.

Mary Ann Cosmetic Shoppes, Borough of the Bronx, N. Y., toilet articles, \$5,000. L. Dicstein, 15 Park Row, New York, N. Y.

Business Troubles

Louis Dinnerstein, 3024 Coney Island avenue, Brooklyn, N. Y., pharmacist. Liabilities, \$6,063.39; assets, \$1,054.13.

Abraham J. Kramer, 207 Islip avenue, Islip, L. I., drug clerk. Liabilities, \$28,067.57; assets, \$2,200.

Borough Hall Chemists, Inc., 10 Myrtle avenue, Brooklyn, N. Y., retail drug store, has assigned to Thomas O. Shekell and William Walker Orr, 470 Fourth avenue, Manhattan, N. Y.

Marcel Brucar, 257 Columbus avenue, New York, N. Y., retail drug store, has assigned to David D. Glanz, 233 Broadway, New York, N. Y.

Alfred B. Guarnier, 500 West 42nd street, New York, N. Y., retail drug store, has assigned to Nathan H. Reich, 277 Broadway, New York, N. Y.

Alvin Diamond, 319 Rogers avenue, Brooklyn, N. Y., pharmacist. Liabilities, \$13,691.13; assets, \$625.

Daniel N. Pompilio, 160 South Tenth avenue, Mount Vernon, N. Y., pharmacist. Liabilities, \$3,544; assets, none.

Maurice Katz, 1608 Westchester avenue, and 220 East 170th street, New York, retail drug stores, has assigned to Thomas O. Shekell and William Walker Orr, 470 Fourth avenue. R. J. Connolly of New York Credit Men's Adj. Bureau, 470 Fourth avenue, attorneys for the assignees.

Marcel Brucar, 257 Columbus avenue, New York, N. Y., by Jay Fain, for \$600; H. Halper, Inc., for \$1,000, and Schieffelin & Co., for \$200.

Max Hertzoff, 1619 Watson avenue, and/or 1234 Vyse avenue, New York, N. Y. Liabilities, \$2,573; assets, none.

Miram C. Acker & Co., Inc., 21 West 46th street, New York, N. Y., cosmetics. Liabilities, \$15,305; assets, \$15,796, main item being stock, \$13,000.

Mark A. Haykin, 1720 Bath avenue, Brooklyn, N. Y., pharmacist. No schedule attached; the liabilities are about \$26,000; assets, about \$2,000.

Benjamin Meltzer, 133 Dyckman street, New York, N. Y., retail drugs, has assigned to Benjamin Harris, 1047 Longfellow avenue, Bronx, N. Y.

Samuel Storch, 211 Schenectady avenue, Brooklyn, N. Y., drug store, has assigned to Samuel Gerver, 2214 Avenue R, Brooklyn, N. Y.

Salvatore J. Inzinna, doing business as Premier Drug Store, 2292 Third avenue and 663 Eighth avenue, New York, N. Y., by William Ferris, doing business as Ray Sales Co., for \$140; E. T. Browne Drug Co., Inc., for \$2,877; Cosmopolitan Food Products Co., Inc., for \$52.

Marquette Drug Shop, 1121 North State street, Chicago, Ill. No schedules filed.

Ganna Walska Perfumes, Inc., 655 Fifth avenue, New York, N. Y., by Michael Fenold for \$422; Ernest Sondhelm for \$60; and Emile D. Gutcheon for \$170.

Romer Drug Co., Inc., Borough of Manhattan, N. Y., Seaman Miller, Referee in bankruptcy reports.

Canadian News and Notes

Montreal

SEVERAL toilet preparation firms had stalls at the annual Produced-in-Canada exhibition held in the Stadium, Montreal, from November 2 to 7.

Miss Elizabeth Ives secured a good prominent corner position where practical demonstrations of the art of make-up attracted crowds as large as any to be found anywhere in the exhibition hall. The demonstrations were accompanied by lectures and numerous leaflets were distributed describing her creams and lotions and stating the stores where they can be bought in the City of Montreal. Her two assistants responsible for the demonstrations were Miss H. McDonald and Miss Simonne Hoffman.

Another very well arranged affair was the stall of the Albert Toilet Shop, Limited, Montreal, under the title of one of the best known products of the company, "Babies' Own Soap." There was also a slogan calling attention to the soap worded as follows: "Babies' Own Soap" has been a familiar article in Canadian homes for 60 years." In all, during the exhibition a total of 10,000 half-ounce samples of soap were distributed to members of the public who showed an interest in the exhibits. Although the firm sells most of the "Babies' Own Soap" brand, other varieties to the number of 50 are sold, J. M. Theorat, traveler, who had charge of the stall, stated. Examples of some of the other kinds were also placed on view. Mr. Theorat expressed the opinion at the close of the exhibition that the display had been well worth while and that the interest created had justified the venture.

There was also a good display by the Dr. Leduc Drug Company.

Throughout the week record crowds thronged the exhibition building and very fine publicity was secured by the 112 tastefully arranged booths containing merchandise from the smallest articles to the heavy products of Canadian industry.

The Hon. Alfred Duranleau, Minister of Marine and Fisheries, in the Federal government, opening the exhibition, struck a patriotic note and declared, "Keeping Canadian money in Canada is obviously, within reason, an object to be pursued, inasmuch as Canadian produced goods, Canadian manufactured raw materials, mean work for Canadian labor, expansion for Canadian industry and that home comfort which is the safest guarantee of peace and cheerfulness throughout the land."

* * * *

Included in a cargo of Canadian produce which has just left for Australia was a case of drugs from L. D. Caulk, Limited. Creation of a new trade treaty between Canada and Australia has led to high hopes of greatly increased trade between the two Dominions and the case of drugs is part of a cargo carried in the *Canadian Constructor* known as the "Goodwill ship." Before the *Canadian Constructor*, which is the largest vessel in the Canadian National fleet, left Australia with a capacity of Australian produce there were nu-

(Continued on Page 524)

Toronto

W. S. KERRY, president, and C. H. Lander, general sales manager of the National Drug & Chemical Co., Ltd., Montreal, attended the first semi-annual meeting of the Alberta-National Drug Co.'s salesmen. This organization was recently incorporated to replace the Calgary-Edmonton branch of the National. The meeting was held last month in the Palliser Hotel, Calgary. C. H. Lander in his talk said that conditions were generally improved since the commencement of Fall, particularly in the larger centers of the East, and that there was a strong indication that improvement in business conditions generally throughout Canada were in sight. Mr. Lander, sales manager for the National Drug & Chemical Co., was the recipient of a silver flower basket tendered him by B. C. Drugs, Limited, at Vancouver, during his recent visit there. The presentation marked Mr. Lander's recent marriage in Montreal.

* * * *

Despite depression, Frank Hyde of Woodstock, Ont., put on his annual fall stunt of having a children's party at the Capitol Theatre in that city last month. 1,200 youngsters were entertained and on leaving the show-house, Mr. Hyde gave a box of candy to every boy and girl. This is the ninth successive year in which Mr. Hyde has put on this party.

* * * *

The Toronto Industrial Commission announces a new industry for that city in the Huntingdon Laboratories of Canada, Ltd., manufacturers of "Baby-San" and pure castile soaps and other cleansing products. The company has taken 5,100 feet of floor space at 72-76 Duchess street.

* * * *

Hon. J. A. Buckham, member of the Legislature for British Columbia and a druggist resident at Golden, B. C., died in Vancouver last month following a long illness. Mr. Buckham was a former speaker in the House of British Columbia.

* * * *

Rev. A. L. Geen celebrated his diamond jubilee in the drug business by being present in his store at Belleville, Ont., on October 2. He is 83 years of age.

* * * *

The products of the F. W. Fitch Co. at Toronto are to be marketed throughout Canada by the National Drug & Chemical Co.

* * * *

J. E. A. Donaldson, who has been covering Northern Ontario for Parke, Davis & Co., has been appointed to succeed the late Robert Paul in Toronto, and Sherwood Burkholder will take over the Northern territory.

* * * *

Laval University at Quebec City held its final pharmacy examinations at that city last month. Four new druggists received their licenses.

Another prominent pharmacist passed on during the month, when J. F. Roberts, registrar-treasurer of the Ontario College of Pharmacy, died at his home in Toronto.

* * * *

After weeks of negotiations, the Zonite Products Corporation, Ltd., will build a Canadian plant at Ste. Theresa, Que. Fred J. Whitlow & Co., Toronto, are Canadian selling agents for this concern. Associated with the Zonite Corporation are Forhan's, Limited; Larvex Corporation, Ltd. and A. C. Barnes Co., Ltd.

* * * *

The senior students of O. C. P., Toronto, elected the following officers for the school term 1931-32: president, D. A. Marshall; vice-president, J. B. Craw; treasurer, M. C. O'Neill; secretary, L. L. McBride.

* * * *

Mrs. F. A. Jacobs, wife of the secretary of the Ontario Retail Druggists Association, died in Toronto during the past month.

* * * *

The semi-annual meeting of the Ontario College of Pharmacy was held in Toronto on November 16 to fill the vacancy caused by the death of registrar-treasurer Roberts of that institution.

* * * *

Thos. C. Connolly, traveling out of Buffalo for Bristol-Myers Co. of the Drug Corporation, died rather suddenly at the home of his mother in Toronto, whither he had come to see her as she had been ailing some time.

* * * *

Walter Pulford, president of the Pulford Wholesale Drug Co., at Winnipeg, died last month at his home there. He was born in Melbourne, Australia.

* * * *

The Ross Drug United stores throughout the Maritimes held a meeting of their managers last month at Moncton, N. B.

* * * *

Several new lines in toiletries have been brought out by Dalcrose, for which Lyman Agencies, Ltd., Montreal, are Eastern Canadian and Bossoms & Co., Vancouver, are Western Canadian selling agents.

* * * *

Employees of the Charles E. Frosst Co. subscribed a total of \$573 to the annual campaign which has just been concluded in Montreal to Federated Charities. This figure represented an increase of 300 per cent from last year and the generosity of the employees earned special comment by the Federated Charity campaign chairman where the company is located.

Chemicals Used to Perfume Leather

Oil extracted from birch is used to give Russian leather an agreeable scent, a French trade journal reports. The preparation of Russian leather may consist of a first treatment with a sour rye paste, followed by tanning with a decoration of alder bark and dyeing red with sandalwood. To complete the operation, the skin is curried with birch empyreumatic oil, which communicates its particular properties to Russian leather. This oil may be obtained by the distillation of birch bark in copper alembics.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

Label with white background on which appears a lemon-colored stripe or band; the word "Boncilla" appearing above said stripe or band, the words "Lemon-Magnesia" on the said stripe or band, the word "Pack" below the said stripe or band, and the monogram "LM." Facial pack for bleaching and softening the skin and drawing the impurities from the pores. Canadian Boncilla Laboratories, Ltd., Toronto, Ont.

"W" and the numeral "5". Perfumery, cosmetics and soap. Dr. Ballowitz & Co. of Berlin-Pankow, Germany.

"Wizardine". Soap products. H. Stephen Atkinson and Frank Dymont, Vancouver, British Columbia.

"Butywave". Shampoo powders and powders for waving the hair. William Fletcher, trading as The Butywave Co., of 10 Tachbrook street, London, S.W.1, England.

"Dil-Bahar". Perfumery and toilet articles. The firm trading as The Anglo-Indian Drug and Chemical Co., of 285 Juma Musjid Market, Bombay, India.

"Florence Nightingale". Toilet preparations and cosmetics. Ross Martindale Johnston, London, Ont.

"Selected Cup-Tested". Extracts. J. V. Boudrias & Fils, Limited, Montreal, Que.

"Rosarie". Toilet preparations and cosmetics. Drug Trading Co., Ltd., Toronto, Ont.

"Dry Knight". Flavors. Citrus Products Canada Limited, Stratford, Ont.

PATENTS

316,565.—Make-up stick. Julius Schmid, Inc., New York City, assignee of Erwin Hofmann, Vienna, Austria.

Montreal

(Continued from Page 513)

merous social functions and the arrival in Canada has been marked with similar banquets, etc. Coming directly after the making of the treaty, articles in the cargoes are getting exceptional publicity.

* * * *

A well known British firm of manufacturers of perfumes and lavender waters has recently established itself in Montreal. This is the house of Potter & Moore of Mitcham, Surrey and London, England. The company will produce for Dominion trade in the City of Montreal.

* * * *

The result of the campaign throughout Montreal was that the objective was more than realized despite the depression and has caused a favorable business reaction throughout the Dominion.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c. each from Commissioner of Patents, Washington, D. C.

1,826,930. Machine for Applying Caps to Bottles. Harold W. Goewey, Baltimore, Md., assignor to Parke Davis & Company, Detroit, Mich., a Corporation of Michigan. Filed Nov. 16, 1927. Serial No. 233,615. 8 Claims. (Cl. 226—80.)

1,827,549. Manufacture of Transparent Soap Tablets Containing Advertisements. Ena Villain, Dulwich, London, England. Filed Jan. 31, 1930, Serial No. 424,771, and in Great Britain Jan. 15, 1930. 1 Claim. (Cl. 18—59.)

1,827,564. Dispensing Device. Robert Duncan Comrie, Southampton, England. Filed May 17, 1928, Serial No. 278,481, and in Great Britain June 8, 1927. 12 Claims. (Cl. 221—61.)

1,828,361. Cake of Soap. Charles Archibald Crary, Wyoming, and Thomas F. Crary, Middleport, Ohio. Filed Oct. 18, 1928. Serial No. 313,328. 2 Claims. (Cl. 87—23.)

1,828,708. Prevention of the Development of Rancidity

in Vegetable Oils. Harold James Tattersall, Swinton, Manchester, England, assignor to E. I. du Pont de Nemours & Company, Wilmington, Del. Filed Mar. 5, 1930. Serial No. 433,507, and in Great Britain Mar. 7, 1929. 7 Claims. (Cl. 87—9.)

1,828,863. Vanity Case. Charles Harp, Barnesville, Ohio. Filed Nov. 5, 1930. Serial No. 493,605. 3 Claims. (Cl. 132—83.)

1,829,105. Vanity Box. William M. Milne, Jr., Brooklyn, N. Y. Filed Oct. 27, 1928. Serial No. 315,487. 6 Claims. (Cl. 132—83.)

1,830,502. Emulsifying Agents, Etc. Bayard Barnes, deceased, New Haven, Conn., by First National Bank and Trust Company, New Haven, Conn., executor. Filed Oct. 26, 1928. Serial No. 315,354. 6 Claims. (Cl. 167—63.)

1,830,665. Picture Displaying Vanity Box. Albin Lessing, Brooklyn, N. Y. Filed Sept. 18, 1930. Serial No. 482,670. 10 Claims. (Cl. 40—71.)

1,830,990. Container. Richard Feih, Carteret, N. J. Filed Apr. 30, 1930. Serial No. 448,572. 3 Claims. (Cl. 221—60.)

1,831,600. Powder Box. Abraham Kantor, Paris, France. Filed Sept. 18, 1930. Serial No. 482,771, and in France Sept. 26, 1929. 6 Claims. (Cl. 132—83.)

1,831,610. Manufacture of Soap. Eugene Schuck, Los Angeles, Calif., assignor of one-fourth to George E. McCreery, Los Angeles, Calif. Filed Mar. 19, 1930. Serial No. 437,273. 4 Claims. (Cl. 87—16.)

1,831,611. Ink Removing Cream. Benjamin Segall, New York, N. Y. Filed Mar. 12, 1929. Serial No. 346,499. 3 Claims. (Cl. 87—5.)

1,831,751. Collapsible Tube or Container for Pastes and the Like. Leopold Rado, Berlin-Halensee, Germany. Filed Nov. 28, 1928. Serial No. 322,463, and in Germany May 23, 1928. 1 Claim. (Cl. 221—60.)

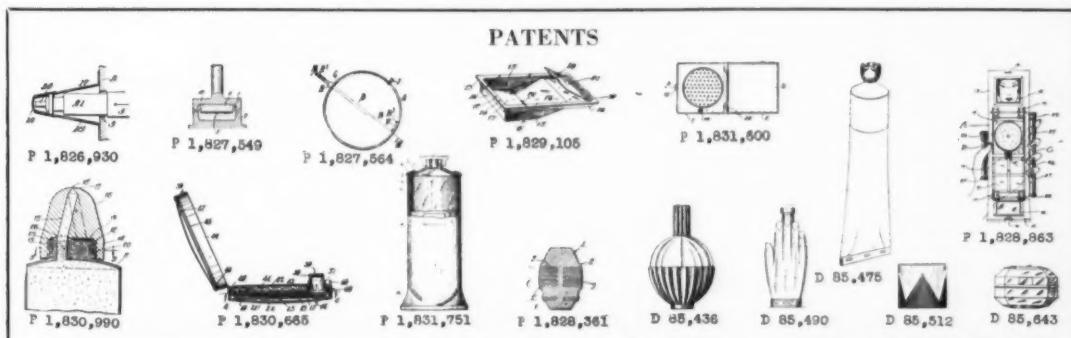
Designs Patented

85,363. Perfume Bottle or Similar Article. Robert Betts, London, England. Filed Apr. 30, 1931. Serial No. 39,662. Term of patent 7 years.

85,436. Toilet Accessory Container. Gustav B. Jensen, New York, N. Y., assignor to Vadsco Sales Corporation, New York, N. Y., a Corporation of New York. Filed Aug. 14, 1930. Serial No. 36,666. Term of patent 7 years.

85,475. Collapsible Tube. Harry W. Hicks, Brookline, Mass. Filed Apr. 3, 1931. Serial No. 39,358. Term of patent 14 years.

85,490. Bottle. Charles H. Oestreich, Brooklyn,



N. Y. Filed June 20, 1931. Serial No. 40,282. Term of patent 14 years.

85,512. Container Cap. James P. Burke, Wayne, N. J., assignor of one-half to Mack Molding Company, Wayne, N. J., a Corporation of New Jersey, and one-half to Armstrong Cork Company, Lancaster, Pa., a Corporation of Pennsylvania. Filed Sept. 12, 1930. Serial No. 36,945. Term of patent 7 years.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

281,309.—The Meritol Corp., Des Moines, Ia. (Aug. 7, 1915.)—Toilet preparations.

301,926.—House of Tre-Jur, Inc., New York, N. Y. (May 2, 1930.)—Face creams.

302,206.—Allied Drug Products Co., Inc., Chattanooga, Tenn. (Jan. 1, 1923.)—Toilet preparations.

302,237.—Elmo, Inc., Philadelphia, Pa. (Sept. 10, 1929.)—Toilet preparations.

305,251.—Texto Products Co., Chicago, Ill. (Aug. 1, 1930.)—Soap substitute or absorptive detergent designed particularly for use in the textile industry and in laundries.

305,693.—Blind Tom Chemical Co., Pittsburgh, Pa. (Mar. 1, 1929.)—Lemon cream, toilet water, massage cream.

308,744.—Sontag Chain Stores Co., Ltd., doing business as Studio Products Co., Los Angeles, Calif. (Nov. 24, 1930.)—Manicure preparations.

309,166.—Dorothy Gray, Bloomfield, N. J. (Jan. 3, 1930.)—Toilet preparations.

309,628.—American Beverage Co., New Orleans, La. (Dec. 22, 1930.)—Extracts.

310,313, 310,314.—Veltene, Ltd., London, England. (June 24, 1930.)—Common soap and detergent soap extracts; common soap and common soap extracts.

311,301 and 311,302.—The Crystal Chemical Co., Inc., New York, N. Y. (Oct. 15, 1930 and Sept. 1, 1922, respectively.)—Incense; powders for nursery and toilet use.

311,678.—Gabilla, Inc., New York, N. Y. (1910.)—Toilet soap.

312,650 and 312,652.—Jaburg Brothers, Inc., New York, N. Y. (Apr., 1915.)—Food colors; Extracts, respectively.

313,182.—The Fair, Chicago, Ill. (May, 1928.)—Cleansing tissue paper for removing cold cream from the skin.

313,216.—R. B. Semler, Inc., New York, N. Y. (Sept. 3, 1930.)—Hair tonic.

313,534.—Chicago Mail Order Co., Chicago, Ill. (Feb. 17, 1931.)—Face powder.

314,440.—Daniel N. Pompillo, doing business as Public Health Laboratories, Mount Vernon, N. Y. (Apr. 12, 1930.)—Hair dressing and wave-set fluids.

314,479.—Good Products, Newark, N. J. (Apr. 1, 1931.)—Liquid hair wash.

314,714.—Jacquin Francis Pestaner, doing business as Pilon Hair Grower Co., New York, N. Y. (Feb. 6, 1931.)—Hair grower.

314,773.—Maurice Schoepfer, doing business as De Dixor Paris, Paris, France. (Mar. 21, 1930.)—Face and skin lotion.

314,843.—Fillkwik Co., Attleboro, Mass. (Feb. 11, 1931.)—Combination perfume atomizers and compacts.

314,979.—Edward M. Bogart, doing business as Fax Products Co., Lansing, Mich. (Dec. 1, 1930.)—Washing powder having incidental water softening properties.

315,058.—Margaret McNally, doing business as Zarina L. Labaty, Los Angeles, Calif. (Feb. 6, 1931.)

—Skin tonic cleansing cream, face powder, face cream, and mask astringent in the form of paste.

315,091.—Vincent Fanelli, Phoenix, Ill. (1927.)—Soap.

315,418.—Rumford Chemical Works, Rumford, R. I. (Nov. 1, 1930.)—Washing powder for general cleaning purposes.

315,430.—Herman E. Boog, doing business as Dandro-Sol Co., Baltimore, Md. (May 20, 1931.)—Dissolver and tonic.

315,573.—Sontag Chain Stores Co., Ltd., doing business as Emdee Laboratories Co., Los Angeles, Calif. (Oct. 1, 1930.)—Cosmetics and toilet preparations.

315,643.—The National Soap & Polish Co., Cleveland, Ohio. (June 4, 1931.)—Hand soap, automobile cleaner, metal cleaner, and silver polish.

315,904.—Robert Mays Dobbs, doing business as The Flexitone Co., Atlanta, Ga. (Apr. 1, 1931.)—Hair tonic, hair dressing, shampoo.

315,939.—Sontag Chain Stores Co., Ltd., doing business as Studio Products Co., Los Angeles and Hollywood, Calif. (Oct. 1, 1930.)—Toilet and medicinal preparations.

315,940.—Sontag Chain Stores Co., Ltd., doing business as Studio Products Co., and Emdee Laboratories Co., Los Angeles and Hollywood, Calif. (Oct. 1, 1930.)—Toilet preparations.

316,707.—Silk-Eze Corp., Boston, Mass. (Feb., 1931.)—Liquid soap.

316,719.—Maria Luisa Bonell, doing business as Bonell's Laboratories, New York, N. Y. (May 1, 1931.)—Preparation used in the treatment of the hair and scalp.

316,792.—Whelan Drug Co., Inc., New York, N. Y. (Sept. 3, 1929.)—Rouge, lip sticks, hand lotion, cold cream, and face powder.

316,826.—Baxter-Falk, Ltd., Glendale, Calif. (June 5, 1931.)—Cosmetics.

317,202.—Satish C. Ghose, Chicago, Ill. (Apr. 2, 1931.)—Incense.

317,313.—Patrick G. Hennessey, Spokane, Wash. (June 15, 1931.)—Preparations for the treatment and cleansing of the scalp and for stimulating hair growth.

317,347.—Harry R. Blay, doing business as Harby Products, Janesville, Wis. (May 1, 1931.)—Preparation for the treatment of the hair and scalp.

317,428.—Leo Frisch, New York, N. Y. (June 1, 1931.)—Toilet preparations.

317,458.—Ellsworth P. Doty, doing business as Doty Fertilizer Co., Jordan, N. Y. (July 8, 1931.)—Hair grower.

317,492.—Rizo Mfg. Co., Los Angeles, Calif. (May 5, 1928.)—Pharmaceutical powder put up in capsules, for the treatment of hair to make the same wavy.

317,550.—Cook Swan Oil Corp., New York, N. Y. (June 10, 1931.)—Stearates, stearic and fatty acids.

317,522.—John C. Lekowsky, doing business as John's Barber Shop, Sioux City, Ia. (July 1, 1931.)—Ointment for relieving dry and itching condition of the scalp.

317,524.—Los Angeles Drug Co., doing business as Ja Neen Toiletries, Los Angeles, Calif. (Jan. 10, 1931.)—Toilet preparations.

317,544.—Elizabeth Arden, Inc., New York, N. Y. (May 6, 1931.)—Rouge.

317,670.—Jaciel Perfumers, Inc., New York, N. Y. (Jan. 13, 1928.)—Shaving cream and washing and hand soap.

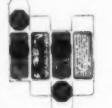
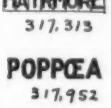
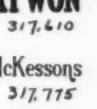
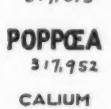
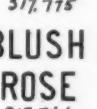
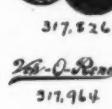
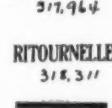
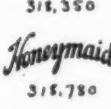
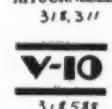
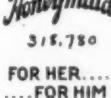
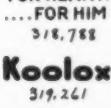
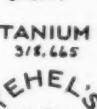
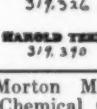
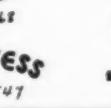
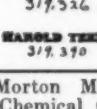
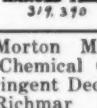
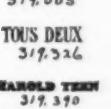
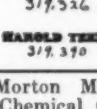
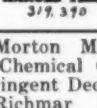
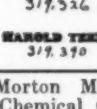
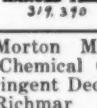
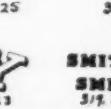
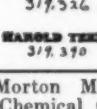
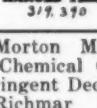
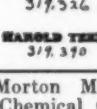
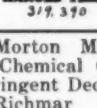
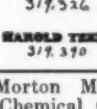
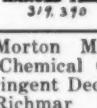
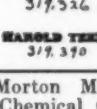
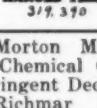
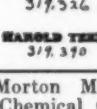
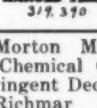
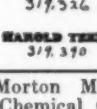
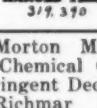
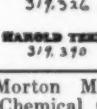
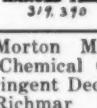
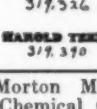
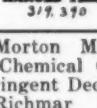
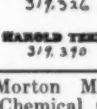
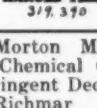
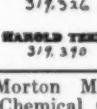
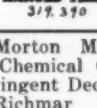
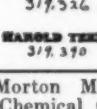
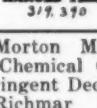
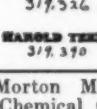
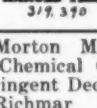
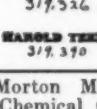
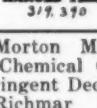
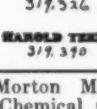
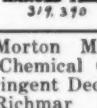
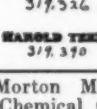
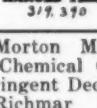
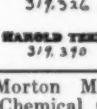
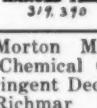
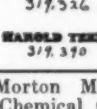
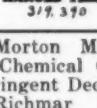
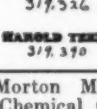
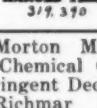
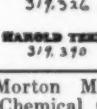
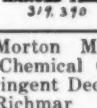
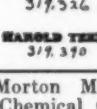
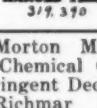
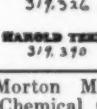
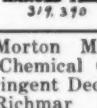
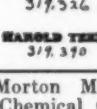
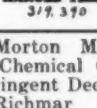
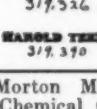
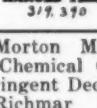
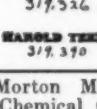
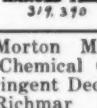
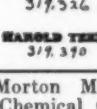
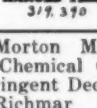
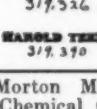
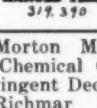
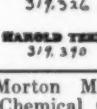
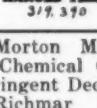
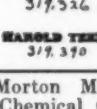
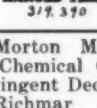
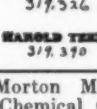
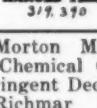
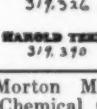
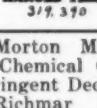
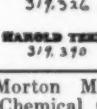
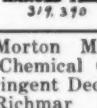
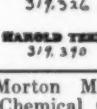
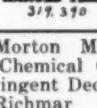
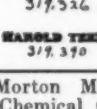
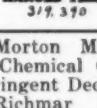
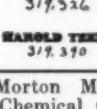
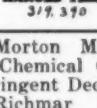
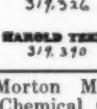
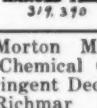
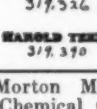
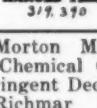
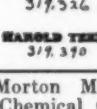
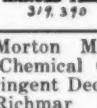
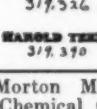
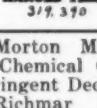
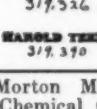
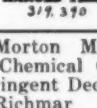
317,775.—McKesson & Robbins, Inc., Bridgeport, Conn. (Jan., 1870.)—Tooth powder, tincture of green soap, zinc stearate plain, zinc stearate compound.

317,800.—The Grocers & Producers Co., doing business as Clover Farm Stores, Cleveland, Ohio. (1882.) Toilet soap, laundry soap, granulated soap, soap chips, borax soap powder, and a powder for cleansing, scouring and polishing.

317,815.—Medicinal Research Corp., Newark, N. J. (Feb. 9, 1931.)—Deodorant and perspiration corrective.

317,826.—The Swann Corp., Birmingham, Ala. (Apr.

TRADE MARKS

<i>Kaymen & Hayes</i> M 288,989	Ica Meritol Perle 281,309	TEXTO 305,251	HAPPY DAYS 309,628	ZBT 311,302	Bath-Tabs M 288,003
PAT-PUF M 288,837	<i>Vitaminized</i> 301,926	Three Wonder 305,693			
FAIR 3/3,182	RUSITE 315,418	PRIOREX 310,313	VAN-MIST 316,843		THE VIRGIN SOAP 315,091
FLORIS 314,440	Flexitone 315,904	SILKFROID 310,314	FAX 314,979		SAVON-EZE 316,707
Dandro-Sol 315,430	Daudet 316,792	JAY J. BEE 312,650 312,652	SAZON 315,573		IRIDIUM 314,773
CABEYO 316,719	ANTONIE 316,826	BLESSON 315,940	RIZO 317,492		GLARON 315,939
					ASTRIUM 316,821
	HAR BLY 317,347				FERTILER 317,458
					CLOVER FARM 317,800
LACTIUM 318,664					ALBORUM 317,891
COLLOIDAROME 319,149					AYWON 317,610
					McKessons 317,775
FANCY-DRESS 312,009					BLUSH ROSE 317,564
SHEM EL NESSIM 318,240					SCANDAL 318,486
NE-MO 316,717					FRISCHWADE 318,643
VALORIUM 319,214					Sal-Retard 318,848
					NAPERBO 318,849
					SYLDA 318,887
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
					PRE-MIX 318,460
			<img alt="Signature logo for Taniel's Hi-Boy."		

Reports on Markets and Crops

New York Market Report

CONDITIONS remain mixed and uncertain in the market for essential oils and it would be a hardy individual indeed who would attempt a forecast of general market conditions at this time. While it is true that prices on almost the entire list of oils have reached levels hardly ever seen in the market before with many items at all time low levels, it is also true that thus far only sporadic attempts to bring about a reversal of the declining tendency have been seen and that these have not had much real effect upon the market.

The position of floral products remains unsettled. Pressure to sell on the part of some of the foreign suppliers has been quite strong and prices have suffered accordingly. Rose has weakened steadily and good qualities can now be had at very reasonable price levels.

The citrus group continues unsettled with weakness more in evidence than is any tendency toward greater firmness. Prices on lemon have not changed during the month but orange, both Italian and domestic, is lower. Bergamot remains cheap although the plans of the syndicate of producers in Italy may have their effect upon this item later.

Domestic oils are weak with almost all of them reacting during the month to lower levels. The situation in them is not favorable for the largest consumers have covered themselves quite well and there are still ample supplies of the mint oils and of wormseed to be had with little call for them.

Synthetics and Derivatives

Moderate buying for consumption but generally in the form of small lots for immediate use is noted in this section of the market. Prices seem somewhat more stable than has been the rule recently and first hands are showing a better control over the situation. Purchasing for the holiday trade is in evidence, but quantities taken have been large in only a few instances. This trade is late this year and most sellers anticipate a flurry of business during the last two weeks of this month and the first week in December.

A few of the derivatives have shown a tendency toward weakness on account of unsettlement in raw materials which has been quite general. Geraniol and rhodinol have not been as firm as they might have been, especially in the cheaper qualities for the soap maker. Linalool is also a little irregular as is linalyl acetate.

Artificial musks are reasonably steady. Phenyl ethyl alcohol is in light demand and one or two reports of shading have been heard. Vanillin is steady, although the decline in clove oil was thought by many to indicate weakening of this material. The fact is that vanillin prices have borne little relation to the raw material in recent months. Ethyl vanillin is dull and unsteady on account of competition. Little change is noted in other items.

Floral Crops in Southern France

GARASSE, November 7.—Naturally, our market can only conform to the general business situation. During the last month we have noted more regularity in orders, which although of very limited size, may be considered satisfactory under present conditions. Sentiment is decidedly better and the buyers seem to wish to lay aside the pessimism in which they have been buried for such a long time.

October has been a very good month. Warm, sunny days with a temperature ranging from 60° F. to 80° F., have proven most beneficial to seasonal blossoming. Some few storms of sufficient intensity to provide enough moisture have come while excellent weather has helped the completion of work necessary before the advent of frost.

Jasmin

The producers have profited during the last few days of September which were propitious for blossoming, to prolong a crop which had been slackened at the start by unfavorable weather conditions, and to make up for the deficit of August. On the whole the quantity gathered will make about a half crop. Counting the "free flowers" at 5.50 francs per kilo and the "convention flowers" at the prices fixed for the remainder of the contracts, the cost of flowers would average about 8 to 10 francs per kilo.

Tuberose

This crop is of little importance. More and more neglected, we may expect to see cultivation diminish on account of the discouragement of growers and the steadily lessening needs of the perfumers. The price is without change.

Cassie

The October blossoming of both varieties, the Farnesiana and the Cavenia, is now in progress. We cannot give until next month estimates regarding the size of the crop which seems this year to be in very little demand. The market for manufactured products is at the moment unchanged, but the demand for products of all types derived from cassie is very small.

Clary Sage

The result of the crop was mediocre, the fields having been damaged by the drought of last Summer. The herb collected has been higher in price bringing an increase in quotations on the oil which remains in light demand.

Rose Geranium

The crop was very light owing to the lack of rain during the time when the plants were maturing and to insufficient care given to the fields. As is the case with so many other perfume plants, geranium is disappearing little by little, the perfumers using the oil less and less.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS		Guaiac (Wood)	2.85@	Thuja	1.75@			
Almond Bitter, per lb.	\$2.35@	\$2.65	Hemlock	1.00@	Thyme, red60@	.75	
S. P. A.	2.75@	3.00	Horsemint	4.25@	White95@	1.25	
Sweet True48@	.55	Hyssop	24.00@	Valerian	8.00@	10.00	
Apricot Kernel30@	.35	Juniper Berries	1.75@	2.15	Verbena	3.75@	7.00
Amber, crude24@	.30	Juniper Wood60	.62	Vetivert, Bourbon	4.75@	6.00
rectified50@	.60	Laurel	15.00@		Java	10.00@	25.00
Ambrette, oz.	46.00@		Lavender, English	32.00@		East Indian	30.00@	
Amyris balsamifera	2.20@	2.80	French	2.20@	3.50	Wine, heavy	1.80@	2.00
Angelica	25.00@	37.50	Lemon, Italian92@	1.15	Wintergreen, Southern	4.00@	
Anise, U. S. P.45@	.50	Calif.78@	1.00	Penn. & Conn.	7.75@	8.50
Araucaria	1.75@	1.85	Lemongrass48@	.60	Wormseed	2.55@	3.00
Aspic (spike) Spanish French60@	.75	Limes, distilled	9.00@	12.00	Wormwood	4.35@	5.00
Balsam Peru80@	1.00	expressed	12.00@	15.00	Ylang-Ylang, Manila	30.00@	32.00
Balsam, Tolu, per oz.	6.00@		Linaloe	1.90@	2.20	Bourbon	4.30@	9.00
Basil	4.25@		Lovage	27.50@		TERPENELESS OILS		
Bay	1.95@	2.15	Mace, distilled	1.20@		Bay	5.25@	5.75
Bergamot	1.95@	2.40	Mandarin	4.75@	7.50	Bergamot	8.00@	10.00
Birch, sweet N. C.	1.85@		Marjoram	6.25@		Clove	4.30@	5.00
Penn. and Conn.	2.50@		Melissa	5.00@		Coriander	20.00@	
Birchtar, crude15@		Mirbane15@		Geranium	8.00@	12.50
Birchtar, rectified50@	.55	Mustard, genuine	10.00@	12.00	Lavender	6.00@	8.00
Bois de Rose65@	1.30	artificial	1.60@	1.85	Lemon	8.50@	16.00
Cade, U. S. P.30@	.35	Myrrh	10.00@		Lime, Ex.	65.00@	
Cajeput60@	1.10	Myrtle	4.00@		Orange, Sweet	78.00@	90.00
Calamus	3.00@		Neroli, Bigrade, pure	150.00@	215.00	bitter	90.00@	115.00
Camphor "white"20@	.25	Petale, extra	180.00@	275.00	Petitgrain	5.00@	6.00
sassafrassy24@	.26	Niaouli	3.45@		Rosemary	2.50@	3.75
Cananga, Java native rectified	1.80@	2.00	Nutmeg	1.20@	1.40	Sage, Clary	90.00@	
Cascarilla	65.00@		Olibanum	6.50@		Vetivert, Java	35.00@	
Cassia, 80@85 per cent rectified, U. S. P.85@		Orange, bitter	2.20@	3.00	Ylang-Ylang	28.00@	35.00
Cedar leaf	1.05@	1.15	sweet, W. Indian	1.65@	2.15	OLEO-RESINS		
Cedar wood	1.00@	1.15	Italian	1.75@	2.20	Benzoin	2.50@	5.00
Cedrat37@	.43	Spanish	2.65@	2.75	Capsicum, U. S. P.		
Celery	4.15@		Calif. exp.	1.90@	2.05	VIII	3.10@	3.60
Chamomile	7.50@	9.00	dist.90@	1.00	Alcoholic	3.50@	
Cherry laurel	12.00@	5.00	Origanum, Spanish	1.45@		Cubeb	3.25@	
Cinnamon, Ceylon	9.00@	15.00	Orris root, con. (oz.)	6.25@	8.00	Ginger, U. S. P. VIII	3.00@	
Cinnamon, Leaf	2.25@		Orris root, abs. (oz.)	70.00@	90.00	Alcoholic	3.25@	4.60
Citronella, Ceylon Java43@	.46	Orris Liqu'd	18.00@	25.00	Malefern	1.45@	1.60
.58@	.63	Peppermint, natural	1.55@	1.70	Oak Moss	6.00@	15.00	
Cloves Zanzibar	1.20@	1.35	redistilled	1.70@	1.95	Olibanum	3.25@	
Cognac	22.00@	28.00	Petitgrain	1.10@	1.45	Orris	17.00@	28.00
Copaiba63@	.70	French	2.10@	2.60	Patchouli	16.50@	18.00
Coriander	4.40@	4.75	Pimento	1.60@	2.00	Pepper, black	4.00@	4.60
Croton	4.00@	4.15	Pine cones	3.00@		Sandalwood	16.00@	
Cubeb	2.85@	3.10	Pine needle, Siberia64@	.70	Vanilla	6.75@	8.75
Cumin	7.25@	7.75	Pinus Sylvestris	2.00@	2.15	DERIVATIVES AND CHEMICALS		
Curacao peels	5.25@		Pumilionis	2.20@		Acetaldehyde 50%	2.00@	
Curcuma	3.00@		Rhodium, imitation	2.00@	4.50	Acetophenone	3.15@	3.50
Cypress	4.35@	4.75	Rose, Bulgaria (oz.)	6.50@	22.00	Acetyl Iso-eugenol	9.00@	
Dillseed	3.15@	3.40	Rosemary, French45@	.55	Alcohol C 8	20.00@	40.00
Elemi	1.45@		Spanish38@	.43	C 9	40.00@	70.00
Erigeron	1.10@	1.25	Rue	3.15@		C 10	30.00@	50.00
Estragon	38.00@		Sage	3.00@		C 11	35.00@	60.00
Eucalyptus34@	.38	Sage, Clary	22.00@	37.50	C 12	25.00@	50.00
Fennel, Sweet	1.15@	1.30	Sandalwood, East India	7.90@	8.25	Aldehyde C 8	50.00@	
Galbanum	26.00@		Australia	5.90@	6.60	C 9	70.00@	125.00
Galangal	24.00@		Sassafras, natural	1.15@	1.85	C 10	50.00@	82.00
Geranium, Rose, Algerian	4.15@	4.40	artificial29@	.34	C 11	40.00@	75.00
Bourbon	4.15@	4.40	Savin, French	2.20@	2.55	C 12	75.00@	105.00
Spanish	16.00@		Snake Root	9.25@	11.00	C 14 (so-called)	15.00@	35.00
Turkish	2.30@	2.60	Spearmint	1.40@	1.60	C 16 (so-called)	20.00@	40.00
Ginger	4.40@	4.75	Spruce	1.00@		Amyl Acetate85@	1.00
Gingergrass	3.00@	3.15	Styrax	12.00@		Amyl Butyrate	1.40@	1.75
Grape Fruit	3.40@	3.70	Tansy	2.40@	2.75	Amyl Cinnamate	2.50@	
						Amyl Cinnamic Aldehyde	4.25@	6.00
						Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Cinnamate	3.00@		Boric acid, ton	165.00@	175.00
Amyl Salicylate	1.15@	1.45	Methyl Eugenol	3.80@	7.50	Calamine	.16@	.20
Amyl Valerate	2.50@	3.00	Methyl Heptenone	3.75@	6.00	Calcium, phosphate	.08@	.08 1/4
Anethol	1.60@	2.00	Methyl Heptine Carb.	20.00@	36.00	Phosphate, tri-basic	.13@	.15
Anisic Aldehyde	3.35@		Methyl Iso-eugenol	8.50@	12.50	Sulfate	.03 1/2 @	.04
Benzaldehyde, U. S. P.	1.45@		Methyl Octine Carb.	24.00@	32.00	Camphor	.53@	.65
F. F. C.	1.55@	1.90	Methyl Paracresol	4.65@	6.00	Cardamom seed	.65@	
Benzophenone	2.40@	4.50	Methyl Phenylacetate	4.65@	6.00	Castoreum	20.00@	
Benzylideneacetone	2.50@	4.00	Methyl Salicylate	.42@	.50	Chalk, precip.	.03 1/2 @	.06 1/2
Benzyl Acetate	.70@	.85	Musk Ambrette	7.00@	8.00	Cherry laurel water,		
Benzyl Alcohol	1.05@	2.00	Ketone	7.50@	9.50	gal.	1.25@	
Benzyl Benzoate	1.05@	2.00	Xylene	2.80@	3.15	Citric acid	.35@	.40
Benzyl Butyrate	5.50@	6.25	Nerolin (ethyl ester)	1.50@	1.75	Civet, ounce	3.75@	4.50
Benzyl Cinnamate	7.00@	9.00	Nonyl Acetate	48.00@		Cocoa butter	.18@	.20
Benzyl Formate	3.35@	3.60	Octyl Acetate	32.00@		Clay, colloidal	.03@	.03 1/2
Benzyl Iso-eugenol	18.00@	27.00	Paracresol Acetate	5.25@	6.00	Formaldehyde	.07@	
Benzyl Propionate	2.00@	5.50	Paracresol Methyl			Fullers Earth, ton	16.00@	30.00
Borneol	1.60@	2.25	Ether	7.00@	8.00	Formic acid	.12@	.16
Bornyl Acetate	1.75@	8.00	Paracresol Phenyl			Fatty Acids (See Soap Sec.)		
Bromstyrol	4.00@	5.00	Acetate	14.00@	20.00	Guarana	1.15@	2.15
Butyl Acetate	.60@		Phenylacetaldehyde			Gum Aratic, white	.20@	.22
Butyl Propionate	2.00@		50%	5.00@	7.00	amber	.09 1/2 @	.12
Butyraldehyde	12.00@		100%	8.50@	10.50	Gum Benzoin, Siam.	1.30@	1.50
Carvene	1.15@		Phenylacetic Acid	3.00@	4.00	Sumatra	.40@	.45
Carvol	3.75@	4.25	Phenylethyl Acetate	8.50@	12.50	Gum galbanum	1.05@	1.15
Cinnamic Acid	4.00@		Phenylethyl Alcohol	4.50@	5.00	Gum myrrh	.25@	.40
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Butyrate	16.00@	20.00	Henna, powd.	.14@	.28
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Formate	18.00@		Hydrogen peroxide	.05@	.08
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Propionate			Kaolin	.06@	.08
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Valerate	20.00@		Labdanum	3.50@	5.50
Cinnamyl Formate	13.00@		Phenylpropyl Acetate	12.00@	14.00	Lanolin, hydrous	.18@	.20
Citral C. P.	2.60@	3.00	Phenylpropyl Alcohol	9.00@	14.00	anhydrous	.20@	.23
Citronellol	2.65@	3.25	Phenylpropyl Alde-			Lavender flowers	.24@	.55
Citronellal	2.85@	3.25	hyde	12.00@		Magnesium, Carbonate	.08@	.09
Citronellyl Acetate	4.50@	8.00	Rhodinol	8.00@	20.00	Stearate	.22@	.30
Coumarin	4.00@		Safrol	.32@	.36	Sulfate	.02 1/2 @	.03
Cuminic Aldehyde	62.00@		Santalyl Acetate	22.50@		Musk, ounce	20.00@	30.00
Diethylphthalate	.30@	.36	Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
Diethylphthalate	.32@	.37	Styralyl Acetate	20.00@		Olibanum, tears	.16@	.35
Dimethyl Anthranilate	6.25@	7.00	Styralyl Alcohol	20.00@		siftings	.12 1/2 @	.16
Dimethyl Hydroqui-			Terpineol, C. P.	.36@	.40	Orange flower water,		
none	4.00@	6.00	Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Dimethylphthalate	.50@	.60	Thymene	.35@		Orange flowers	.40@	1.00
Diphenylmethane	1.75@	2.45	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Diphenyloxide	1.20@		Vanillin (clove oil)	5.15@	6.00	Paraffin	.03 1/2 @	.05
Ethyl Acetate	.30@	.50	(guaiacol)	4.65@	5.25	Patchouli leaves	.21@	.75
Ethyl Anthranilate	5.50@	6.00	Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06 1/2 @	.10 1/2
Ethyl Benzoate	1.45@		Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Butyrate	1.25@		Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Cinnamate	4.00@		Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Formate	1.00@	1.25	Yara Yara (methyl			Quince seed	1.15@	1.35
Ethyl Propionate	1.40@	2.50	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Ethyl Salicylate	1.15@	2.50	BEANS			Rhubarb root, powd.	.28@	.50
Ethyl Vanillin	15.00@	20.00	Tonka Beans, Para.	1.00@	1.25	Rice starch	.12@	.15
Eucalyptol	.85@	1.10	Angostura	2.00@	2.15	Rose leaves, red	.85@	1.25
Eugenol	3.10@	4.00	Vanilla Beans			pale	.40@	.50
Geraniol, dom.	2.00@	6.00	Mexican, whole	4.00@	5.50	Rose water, gal.	1.25@	
Geranyl Acetate	2.90@	4.00	Mexican, cut	2.50@	3.00	Salicylic acid	.40@	.45
Geranyl Butyrate	5.00@	10.00	Bourbon, whole	1.05@	2.00	Sandalwood, chips	.45@	.50
Geranyl Formate	4.25@	10.00	South American	2.50@	3.00	Saponin	1.75@	
Heliotropin, dom.	2.10@	2.40	DRUGS AND SUNDRIES			Soap, neutral white	.19@	.23
foreign	2.50@		Acetone	.11@	.15	Sodium, Carb. crys.	.01 1/4 @	.02 1/4
Hydratropic Aldehyde	25.00@	27.50	Alcohol, 190 proof, gal.	2.42@	2.56	Phosphate, tri-basic	.03 1/2 @	.04
Hydroxycitronellal	3.60@	10.00	Almond meal	.21@	.25	Spermaceti	.22@	.25
Indol, C. P. (oz)	2.65@	5.00	Alum, potash	.03 1/4 @	.03 1/2	Styrax	.40@	3.35
Iso-borneol	2.30@		Aluminum chloride	.10@		Sulfur, precip.	.17@	.20
Iso-butyl Acetate	2.65@		Ambergris	32.50@	Nom.	Tartaric acid	.27@	.30
Iso-butyl Benzoate	2.75@	3.25	Peru	1.65@	2.00	Titanium oxide	.22@	.25
Iso-butyl Salicylate	3.00@	6.00	Tolu	1.10@	1.35	Tragacanth, No. 1	1.20@	1.50
Iso-eugenol	4.50@	5.00	Fir, Canada, gal.	12.00@	12.50	Triethanolamine	.45@	.50
Iso-safrol	1.75@		Oregon	1.50@	1.75	Venice turpentine, gal.	.30@	
Linalool	2.15@	3.00	Beeswax, white	.40@	.45	Vetiver root	.30@	
Linalyl Acetate 90%	2.50@	2.75	Yellow	.22@	.30	Violet flowers	.95@	1.15
Linalyl Benzoate	10.50@		Bismuth sub-nitrate	1.35@	1.40	Zinc, Peroxide	.18@	.21
Linalyl Formate	10.00@	12.00			Oxide	.13 1/2 @	.15	
Menthol, Japan	3.65@	4.15			Stearate	.21@	.28	
Synthetic	3.00@	4.00						
Methyl Acetophenone	3.00@	3.50						
Methyl Anthranilate	2.50@	3.00						
Methyl Benzoate	1.85@	2.25						

Flavoring Extract Section

Soda Flavors Association Elects W. B. Whiddon President

W. B. WHIDDON, president of the Monarch Manufacturing Co., Atlanta, Ga., was elected president of National Manufacturers of Soda Water Flavors at the convention of that organization which was held in Dallas, Tex., the week of November 9th. Donald Hutchinson of Chicago, Ill., was elected vice-president, and the other officers of the association were re-elected. B. H. Smith, retiring president, was made a member of the board of directors.

The convention was well attended and it accomplished a considerable amount of valuable work. It was held in connection with the meeting of the American Bottlers of Carbonated Beverages, whose annual convention and exhibition is reported briefly elsewhere in this issue.

In his president's address, Mr. Smith outlined the work of the association during the past year. He reported especially on the tax bills introduced in many of the states, and stated that practically all of these bills had been defeated, although he anticipated similar measures would be introduced in many states during the coming year. Mr. Smith suggested that a Legislative Committee be appointed to co-operate with the association's attorney, Thomas J. Hickey, on account of the numerous legislative proposals which will probably arise during the coming year. Mr. Smith also commented briefly on the tendency toward price cutting and the necessity for adequate cost systems in the industry in order that uneconomic practices might be avoided in the future. In closing, he extended his thanks for the friendly co-operation of the membership, especially of the board of directors and Mr. Hickey.

A more complete account will be published later.

Pure Food and Drug Notes

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgments given under the Federal Food and Drugs Act, Nos. 18101 to 18175 inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there were three cases of misbranding and adulterating of olive oil Nos. 18104, 18151 and 18157; and one case of adulteration and misbranding of raspberry, strawberry, grape and cherry extracts, No. 18164.

Official Report of the Flavoring Extract Manufacturers' Association

SINCE our last month's report of the Flavoring Extract Manufacturers' Association of the United States, one circular letter, No. 362, has been sent out by the president, E. H. Brendlinger and approved by the attorney and executive secretary, Thomas J. Hickey, as follows: "On October 26, 1931, the U. S. Supreme Court sustained the validity of the North Carolina Chain Store tax by an order entered without opinion. The judgment of the Supreme Court of North Carolina upholding the law was affirmed by the U. S. Supreme Court on the basis of its decision at its last term declaring the Indiana tax on chain stores to be a valid levy."

"The North Carolina Chain Store tax law provides for a license fee of \$50.00 on each and every chain or branch store operated in the State in excess of one."

A.O.A.C. Meets in Washington

WASHINGTON, Nov. 5.—Three important papers of unusual interest dealing with Coloring Matter in Foods, Thymol, and Flavors and Non-Alcoholic Beverages were presented to the Association of Official Agricultural Chemists which has just concluded its 47th annual meeting at the Raleigh Hotel here.

Other studies which had been expected to produce results of interest to readers of *THE AMERICAN PERFUMER* were not given or the reports were inconclusive, but in each of the three papers mentioned some definite new step was reported. Seventy papers were actually read for study at the meeting, but the majority of these pertained to agricultural matters solely.

In the election of officers A. E. Paul, of Chicago, who was vice-president during the year, automatically was elevated to the presidency, while H. D. Haskins, of Amherst, Mass., retiring president, became a member of the executive committee.

J. W. Kellogg, of Harrisburg, Pa., stepped from the executive committee to the vice-presidency, and W. W. Skinner, who also is general chairman of the Board of Editors, was re-elected secretary and treasurer. F. C. Blanck, of Washington, was re-elected to membership on the executive committee, as was R. Harcourt, of Guelph, Canada. H. H. Hanson, of Dover, Del., became a new member of the committee.

Among the most interesting papers presented was that on Flavors and Non-Alcoholic Beverages, prepared by John B. Wilson, of Washington, who performed

many experiments with orange and lemon oils and extracts, such as were recommended in reports to the meetings of 1929 and 1930.

Many of these experiments were carried out with a view to modifying the gravimetric method for total aldehydes in these oils and extracts, but he found that "as yet no modification has been found which is deemed worthy of collaborative study." Dr. Wilson recommended two changes in the scientific studies of these oils which would have the net result of making studies of them hereafter be based on "the specific gravity at 20d/20d" instead of at 20d/4d. His three other recommendations follow:

"That work be continued on the gravimetric method for total aldehydes in orange and lemon oils and/or extracts, described in the referee's report for 1929 and that the search be continued for other methods applicable to both oils and extracts.

"That more extensive collaborative work be done upon the application of the tentative polariscope method for the determination of oils of lemon, orange and limes in vegetable and mineral oils to solutions of these oils in esters of glycerol and ethylene glycol.

"That the methods for the determination of essential oil in extracts and toilet preparations, developed in the Bureau of Industrial Alcohol, be subjected to collaborative study."

There also follows an extract from Dr. Wilson's report of methods which he pursued in arriving at his recommendations:

"Solutions of lemon oil in diacetin, triacetin and ethylene glycol diacetate were made up and read in the polariscope. It was found that glycerol, monacetin and ethylene glycol would not dissolve a sufficient quantity of lemon oil to make a 5 per cent solution, as is required to give a flavor of the same strength as standard lemon extract.

"In preparing these solutions of lemon oil it was noticed that while ethylene glycol diacetate mixed at once with the lemon oil, forming a clear solution, such was not the case with diacetin and triacetin. The lemon oil dissolved slowly in these latter solvents and a small quantity of crystallized substances failed to go into solution even on long standing. These solutions were filtered through SS. 589 white ribbon paper before filling the tubes.

"Difficulty was experienced in obtaining check readings on these solutions, due, it is believed, to very fine particles floating therein, which could only be seen with a microscope by slowly moving the air bubble along the tube. Finally, by allowing the tubes to remain in one position for several hours and using great care not to disturb them, when placing them in the polariscope, fair agreement was reached."

In an equally interesting and important paper, C. F. Jablonski, of New York City, reported complete success in the separation and identification of dyes. His paper was entitled *Coloring Matter in Foods*.

Studies were undertaken during the past year to carry out two recommendations made by the association last year, in which Dr. Jablonski, as referee, was requested to submit for collaboration (1) mixtures of amaranth and tartrazine for separation and quantitative estimation and (2) mixtures of the recently

adopted dyes in conjunction with the other permitted colors for separation and identification.

The results showed that this could be done, after complete tests in which the color mixtures were sent to six collaborators for separation and identification. These samples contained the following three groups of coloring matters:

(A) Tartrazine, sunset yellow, light green S. F. yellow, indigo carmine, and brilliant blue F.C.F.

(B) Amaranth, tartrazine, ponceau 3R., ponceau S.X., and naphthol yellow S.

(C) Orange I, quinea green B., erythosine, fast green F.C.F., and light green S. F. yellow.

Dr. Jablonski recommended that:

1. The method for quantitative separation and estimating of tartrazine and amaranth be adopted as a tentative method.

2. Additional investigation be carried out on the qualitative separation and identification of light green S. F. yellow, brilliant blue F. C. F., and fast green F. C. F.

3. The study of qualitative separation and estimation of the recently permitted dyes be continued.

4. The method for the extraction, separation and identification of added coloring matters in macaroni and similar products submitted by the referee be tested by collaborators."

Dr. F. L. Hart, of Washington, was the author of the paper on Thymol, in which was announced confirmation of the observation of Sherk that thymol may be removed from an aqueous alkaline solution by successive extractions with ether. A method based on this reaction was given as follows:

"Removal of alcohol and simultaneous saponification of methyl alcohol by evaporation on the steam bath from the alkaline solution.

"Extraction with petroleum ether to remove menthol and essential oils.

"Extraction with ethyl ether to remove thymol.

"Evaporation of ethereal thymol solution in presence of alcoholic potash.

"Titration of the acidified thymol solution with N/10 bromine solution, using methyl orange as indicator."

In a quite brief report on Fats and Oils, G. S. Jamieson, of Washington, reported that studies are being carried forward to determine the water or moisture in fats and oils. No conclusions or recommendations were presented.

A study of Food Preservatives, scheduled to have been described by J. C. Krantz, Jr., of Baltimore, was not reported. Also, a paper on Ice Cream, detailing a study scheduled to have been made by G. G. Frary, of Vermilion, S. D., was reported as having been dropped.

Vanillin Imports Drop

United States imports of vanillin entered for consumption during the first eight months of 1931, amounting to 1,810 pounds, was more than a 90 per cent decrease from the incoming shipments of 24,492 pounds in the corresponding period of 1930. The 1931 imports came from Germany (1307.8 pounds) and Canada (502.2 pounds).

Soap Industry Section

CONDUCTED BY Dr. E.G.THOMSSEN

Anti-oxidants for Soaps

In order to prevent the oxidation which is so largely responsible for discoloration and rancidity of soap, there appears to be quite a vogue on the Continent for the addition of some reducing substance which will act as an anti-oxidant. In this country the addition of a small amount of formalin has long been known to assist a soap to keep its color and sweetness for a very long time, and possibly formalin owes its power in this respect partly to its reducing qualities. In Belgium sodium thiosulphate to the extent of about 0.2 per cent on the soap, is said to be frequently employed, and in Germany a recent patent by Henkel (Ger. Pat., 512428) claims the use of ammonium thiosulphate, which may be either added directly to the soap as such, or produced in the soap from sodium thiosulphate and ammonium carbonate. In addition to its anti-oxidising properties, the addition of the ammonium thiosulphate is claimed to improve the lathering power of the soap.

The preservative action of these thiosulphates on soap appears to have been first observed by Boulez, and the name "antoxyl" has been given to the sodium salt.—*Perf. & Essen. Oil Rec.*, Vol. 22, No. 7, pp. 223-4.

Protest Duty on Pine Needle Bath Extract

F. M. Eugene Blass, New York, claimed in protest 304583-G that merchandise described by the appraiser as pine-needle bath extract and classified as a toilet preparation at 75 per cent ad valorem under paragraph 62, Tariff Act of 1922, should be returned for duty at 25 per cent under paragraph 5.

Justice J. McClelland, in T. D. 17920, sustained the claim as the commodity in question was claimed to consist of medicinal or health articles, and also in accordance with stipulation of counsel and on the authority of *United States v. Franklin* (19 C. C. P. A.—T. D. 44896).

Protest on Soap

W. X. Huber Co., Los Angeles, in protest 480354-G claimed that soap classified at 30 per cent ad valorem under paragraph 80 of the Tariff Act of 1930 should be returned for duty at 15 per cent under the same paragraph.

In T.D.17616 Justice J. McClelland held that in accordance with stipulation of counsel and on the authority of Abstract 12327 the soap in question be returned for duty at 15 per cent as claimed.

Phenols Not Effective as Germicides in Soap

It is quite common practice in soap making to add phenolic bodies to soap in order to attempt to produce an antiseptic soap. The action of powerfully active phenols in soap has been carefully investigated by Dr. Betty Lee Hampill at Johns Hopkins University. The disinfectants investigated were phenol, meta cresol, secondary butyl phenol, n-butyl resorcinol and n-hexyl resorcinol. The bacteria used were *Bacillus typhosus* and *Staphylococcus aureus*. Sodium oleate, sodium myristate, potassium palmitate and potassium stearate were the pure soaps used.

The practical conclusion of this extensive investigation is that phenolic compounds are unsuitable for antiseptic reagents in soaps. Only when an excess of α -phenol is used with soap is there a possibility of producing a germicidal soap. The concentration of the lower phenols required is eliminated because these are not only poisonous but irritating to the skin. The higher phenols like hexylresorcinol may be used under certain conditions but the cost of the product is generally prohibitive.

Several theories are advanced to explain the inhibitory action of soaps on the germicidal activity of the phenols. Evidence is introduced to prove that soap removes the phenols from soap solutions and thereby interferes with their killing power because the bactericidal activity is dependent upon the solution of the phenols in water. In other words, the germicidal activity of the phenols is interfered with by the disperse phase rather than the gel phase.

United States Toilet Soap Sales to China Hold Up Well

Imports of toilet and fancy soaps into China from the United States in 1930 were within four per cent of their 1929 value, while total imports of these soaps dropped 20 per cent from \$1,111,066 in that year to \$887,346, in 1930.

China bought from us last year \$190,857, just \$8,621 less than in 1929, despite the depreciation in Chinese currency.

Japan is China's largest supplier of fine soaps and her sales suffered a decrease of 26 per cent from \$576,173 to \$428,085. Imports of this class from Great Britain also declined 24 per cent from \$145,994 to \$110,945.

Over 80 per cent of China's purchases abroad of this commodity come from these three countries, Japan, the United States, and Great Britain.

Rancidity in Soaps

Relation of Problem to Complete Saponification

by Dr. F. Davidsohn and Eng. P. F. Better

Laboratory for Oil, Fat and Soap Industry, Berlin

DUE to a general depression in business, low prices of raw materials, growing competition and what we call the paternalistic attitude of government toward industry, the soap manufacturers as well as all other industries have been forced to develop and improve their methods in order to assure economy in manufacture and uniformity in quality of the products produced. Not only in Germany, but also in other parts of the world, white toilet soaps are displacing colored toilet soaps. In Germany particularly, colored toilet soaps are avoided by the consuming public because during the war a greater variety of inferior raw materials were incorporated in soaps under the disguise of dark colors. Thus dark colored soaps are still connected with bad, rancid odors and poor washing qualities due to the use of low grade raw materials during war time.

The big question with toilet soap manufacturers is how to avoid yellow spots on soap. The avoidance of these yellow spots in pure white soap is one of the difficult tasks of the soap manufacturers. Not only yellow spots, but rancid odor, sweating of the soap and discoloration of the soap have always been regarded as a calamity in the soap making industry.

Progress in analytical methods and chemical research are opening the way to us to solve this problem and to discover that some of these defects are the result of common errors. By carefully avoiding these errors, defects of the kind just mentioned may be avoided entirely. Many of these mistakes can be made during the manufacturing process, by the wrong selection of raw materials, by machinery and by carelessly conducting the saponification process itself. Rancidity is the result to which these errors in manufacture lead.

Unsaturated Fatty Acids and Rancidity

The researches of American and European scientists show us that rancidity in fats is caused by autoxidation of the unsaturated fatty acids of the oleic acid type. The more unsaturated fatty acids a fat contains, the greater is its sensitiveness toward rancidity. A further reason for the autoxidation of fats are compounds of aldehydic character, especially one called epihydrinaldehyde, as well as different fatty acids of low carbon content. Epihydrinaldehyde is the product which causes the Kreis reaction which is the well known characteristic test for rancidity in fats. It is possible, however, that these compounds do not always appear during the process of autoxidation. Heptyl and nonyl aldehydes, as well as other aldehydes, may occur in its stead. These aldehydes having the same outward characteristics as epihydrinaldehyde, that is, rancid odor and dark color, do not give the condensation products with phloroglucin and hydrochloric acid, or in other words these aldehydes do not give the Kreis reaction. On the other hand there is no

rancidity in fats without the formation of free fatty acids. Thus we can see that the only sure determination of rancidity in fats can be made by our senses (taste and smell) while the Kreis reaction, which is a chemical method, gives positive results in certain cases only. On the other hand it would be incorrect to affirm that all fats containing free fatty acid or having an acid value are rancid. We can only say that every rancid fat contains free fatty acids and shows a high acid value.

In seeking for the reasons for rancidity in soap, the first theory propounded was in accord with our knowledge of rancidity in fats. This is that free fatty acids of the unsaturated type are more sensitive toward rancidity than the neutral soap itself. To the unsaponified matter in soap, therefore, the chief cause of rancidity is attributed. If unsaponified fat is present in soap it is not difficult to understand how fatty acids are getting free from their compounds. The decomposition of neutral fat into fatty acids or into mono and diglycerides in the presence of soap is a well known fact through experimentation.

Complete Saponification

As a result the first and most justified claim for a correctly conducted soap boiling process has been complete saponification. If complete saponification is not pursued the soap base or soap made therefrom stored for long periods cannot be guaranteed. To attain this complete saponification in the past the soap manufacturer has prolonged the boiling process to a great extent. In this way he expected to produce soap without any unsaponified fat content. After the determination of the unsaponified matter in soap manufactured by this long boiling, the analysis shows that in spite of the soap makers efforts 0.5 to 0.8 per cent of unsaponified fat was present.

So as not to digress too far from our subject, we do not propose to describe in this article the other reasons for the spoiling of toilet soaps, as for instance the effect of metals on soap, unsuitable raw materials and the perfume materials used. There is no doubt that the question of a correctly conducted process of saponification is of the greatest importance in soap making.

It is a mistake to assume that long boiling of soap base will result in a completely saponified stock, because no saponification can be complete if the conditions are unsuitable for a thorough contact between fatty stock and alkali. This result can be attained only in case no salt or graining electrolytes are present. Many of our soap makers are leaving the already saponified soap mass with an excess of alkali in the covered kettle hoping that over night a complete saponification will be reached. In the "Compendium of Soap Making" by Dr. F. Davidsohn a hint in this regard is to be found.

This states, "In order to get a complete saponification of the fat the best method is to leave the closed (slimy) soap during the night in the present of an excess of alkali, but taking care that it is free from salt. By carrying out this method a soap base with no more than 0.1 per cent unsaponified matter will be the result after the later graining with salt and the finishing of the soap."

It is exactly in this way that mistakes are often made, especially in Europe. In our plants the saponification of high titre stock like tallow, etc., is made separately from the rest of the fatty stock, which in most cases is coconut or palm kernel oil. That is to say, that after the saponification of the tallow followed by a graining out by the use of salt, the rest of the coconut oil is added to the kettle and saponified. Tallow is much more sensitive toward graining by the action of the electrolytes than coconut oil and being alone in the kettle the excess of alkali will be enough to disturb and separate the homogeneity of the slimy, closed soap. If we reverse the process of saponification so that coconut oil, which is far less sensible against graining, with the tallow part of the soap stock much better conditions would be created for the homogeneity of the soap mass and it would be better maintained.

(To be continued)

Trade Mark Registrations Applied For

(Continued from Page 517)

Velv-O-Rene Mfg. Co., Meridian, Miss. (May 1, 1931.)—Toilet preparations.
318,009.—Walter R. Kirk, Chicago, Ill. (Aug. 6, 1931.)—Soap.
318,092.—The Ayer Company, Lowell, Mass. (Mar. 19, 1931.)—Perfumes and perfumery.
318,184.—Trent Laboratories, Cleveland, Ohio. (May 9, 1931.)—Mouth wash.
318,189.—John Carveli, doing business as Lady Onda Co., Chicago, Ill. (July 15, 1930.)—Hair waving fluid.
318,240.—J. Grossmith & Son, Ltd., London, England. (Jan. 1907.)—Toilet soap.
318,311.—Houbigant, Inc., New York, N. Y. (Aug. 14, 1931.)—Toilet preparations.
318,349 and 318,350.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Aug. 15, 1916, Aug. 20, 1931.)—Shaving soap and shaving sticks, toilet soap, respectively.
318,400.—Walter Ferry, New York, N. Y. (Aug. 3, 1931.)—Hair shampoo.
318,443.—Francis L. Gaver, doing business as Nas-O-Dent Co., Washington, D. C. (May 15, 1931.)—Dentifrice.
318,486.—Lavin Perfumes, Inc., Wilmington, Del. (Aug. 20, 1931.)—Perfume extract.
318,588.—Frères Laboratories, Inc., New York, N. Y. (June 1, 1931.)—Skin lotions and skin creams.
318,643.—F. B. Chamberlain Co., East St. Louis, Ill., and St. Louis, Mo. (July 4, 1931.)—Powder compound in various fruit flavors, particularly orange, grape, strawberry and raspberry used for making non-alcoholic, maltless beverages.
318,662, 318,663, 318,664, 318,665.—Samuel Levy, doing business as Laboratories Ladell, New York, N. Y. (July, 1930.)—Liquid tonic for the skin; liquid face lotion; lotion with a powder base for the treatment of the skin; liquid astringent face lotion, respectively.
318,717.—Homer Neer and William Duane Morgan, Springfield, Ohio. (Dec. 1, 1930.)—Extracts.
318,780.—Lewis Carl Greiser, Cincinnati, Ohio. (Aug. 15, 1930.)—Extracts.

318,788.—Jean Patou, Inc., New York, N. Y. (Sept. 1, 1931.)—Perfumes.

318,807.—Marathon Co., Attleboro, Mass. (Aug. 1, 1931.)—Compact cases, powder cases.

318,848, 318,849.—Rouche, Renaud Co., Fairhaven, Mass. (Aug. 1, 1931.)—Mouth wash.

318,968.—Mamie Bradley, Columbia, S. C. (Aug., 1931.)—Preparation for use in the treatment of the scalp and hair.

319,005.—William Tehel, doing business as Wm. Tehel Bottling Co., Cedar Rapids, Ia. (Aug. 1, 1929.)—Extracts.

319,149.—Newport Chemical Works, Inc., Carrollville, Wis. (Dec. 18, 1930.)—Perfumed oils.

319,194.—Aladdin Laboratories, Inc., Minneapolis, Minn. (July 15, 1931.)—Hair rinse.

319,214.—Samuel Levy, doing business as Laboratories Ladell, New York, N. Y. (Nov., 1930.)—After-shaving lotion.

319,226.—The Ty-Ton Co., Erie, Pa. (May 4, 1931.)—Dental cream, an antiseptic solution for use in the mouth and throat, and for an alternative and sedative mouth wash.

319,246.—Hilton Hotels, Inc., Dallas, Tex. (Jan. 1, 1927.)—Soap.

319,261.—Rit Products Corp., Chicago, Ill. (Aug. 21, 1931.)—Shaving cream.

319,320.—Barbara Gould, Ltd., New York, N. Y. (January, 1931.)—Tissue paper used for skin cleaning purposes, known as cleaning tissue.

319,325, 319,326.—Houbigant, Inc., New York, N. Y. (Aug. 29, 1931.)—Toilet preparations.

319,388, 319,390, 319,391.—Bon Ton Beverages, Inc., Chicago, Ill. (Aug. 1, 1931.)—Extracts.

319,419.—Sal-O-Dent Laboratories, Inc., San Antonio, Tex. (Aug. 25, 1931.)—Tooth paste.

319,523.—The Davies-Young Soap Co., Dayton, Ohio. (Aug. 15, 1931.)—Paste cleaner for hands, walls, woodwork, tile, and the like.

319,547.—A. L. Siegel Co., Inc., New York, N. Y. (Jan. 2, 1931.)—Powder puffs.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M288,837.—Charles A. Mureau, Los Angeles, Calif. (Serial No. 306,897. Oct. 1, 1929.)—Powder puffs.
M288,989.—Adolph Kagan, New York, N. Y. (Serial No. 296,013. Jan. 2, 1930.)—Dandruff preparations.
M289,003.—William R. Knott, Rochester, N. Y. (Serial No. 298,401. Mar. 27, 1930.)—Salts used for bathing.

Palestine Soap Industry

Nablus is the leading center of the Palestine soap industry and according to the *Commercial Bulletin*, Jerusalem, it has twenty-four soap factories, while Jaffa possesses twelve, Ramleh and Lydda together have four, and Tel-Aviv has two. The capital invested in the Nablus industry is estimated at \$1,120,000, and the annual value of the soap produced amounted to \$1,170,000. Soap is one of Palestine's chief exports and is sent mainly to Egypt and Syria. It is reported that a considerable portion of total production is composed of toilet, medicated, and scented soaps. Of the soap produced in Nablus, over 50 per cent is exported to Egypt, some 4 per cent to Syria, and the remainder is consumed in Palestine. The caustic soda used is imported chiefly from the United Kingdom, Belgium and Egypt. In Nablus the process of soap making is still very primitive, no modern machinery having been introduced as yet.

Soap Materials Market

Vegetable Oils

The steady advance in the price of grains seems to have created a steadier tone to most of the commodity markets and vegetable oils have experienced quite a change from a month or two ago. Prices, for the most part, have advanced since our last review, and there has been a good deal of activity, too, on the part of soap makers and refiners.

Coconut oil advanced about $\frac{1}{2}$ to $\frac{3}{4}$ c lb. during the past few weeks, following higher copra prices in the Philippines and coupled with good buying here so that the market is now steady at $3\frac{1}{2}$ c to 4 c lb. New York in tank cars, price depending upon shipment. With animal fats steadier, soapers have been inquiring for and buying good sized quantities of palm oils lately for forward shipments. All grades of palm oils are now quite steady.

Although the Government cotton crop report as of November 1st was larger than expected, crude cottonseed oil remains firm at 4 c lb. throughout the South with bids at $\frac{3}{4}$ c lb. less being declined. Crude corn oil has also become firmer. Sales were made at $4\frac{1}{4}$ c and $4\frac{3}{4}$ c lb. tanks, Midwest mills. Domestic soybean oil has been very active since our last review. After selling as low as 3 c lb. tanks, Midwest mills, demand increased and bean oil advanced steadily with the last sales reported at 4 c lb. Midwest mills. Comparatively little bean oil is offered now for forward shipments as soy beans are not available in large quantities.

Sulphur olive oil foots have not enjoyed the upward movement of most other oils and fats. While there has been a general routine demand, tank cars are quoted about unchanged at $4\frac{1}{4}$ c to $4\frac{1}{2}$ c lb. New York and barrels or drums at $4\frac{1}{4}$ c to $4\frac{1}{2}$ c lb. New York for January-June sh'p'mts. A. H. HORNER.

Tallow

The upward swing in the tallow and grease market which we have previously noted got under way immediately after labor day continues unabated. In fact, since the last review it has been accelerated to the extent of raising price levels almost a cent a pound. Buyers have been anxious to make bookings of raw material two and three months in advance. During the past fortnight along with almost every other commodity there has developed a noticeably more optimistic attitude. It is to be hoped that at least a portion of this improvement will be retained.

Best quality, house grease was last sold at $3\frac{1}{4}$ c per pound delivered, yellow grease one-quarter cent higher; No. 2 tallow of high titre has brought 4 c. The better grades of tallow range from $4\frac{1}{4}$ c to 4 c.

In the Middle West the market situation continues firm and well balanced. Consumers are ready to absorb supplies whenever offered. E. H. FREY.

Preserve Your Self-Esteem

Never sacrifice your own individualism to pander to any class, high or low.—*Silent Partner.*

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra03 $\frac{3}{4}$ @
Edible04 $\frac{1}{2}$ @
Fancy05 @
Grease, white03 $\frac{1}{4}$ @
House02 $\frac{3}{4}$ @
Yellow02 $\frac{3}{4}$ @
Lard07 $\frac{1}{2}$ @ .10 $\frac{1}{4}$

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks06 @
Corn Oil, 95% T.F.A., tanks03 $\frac{1}{4}$ @
Red Oil, distilled tanks07 @
Saponified07 $\frac{1}{2}$ @
Stearic Acid, single pressed07 $\frac{1}{2}$ @
Double pressed08 @
Triple pressed11 @

Soap Making Oils

Castor No. 1, tanks10 $\frac{1}{2}$ @
No. 3, tanks10 @
Coconut, Ceylon Grade, tanks03 $\frac{1}{4}$ @
Cochin grade, tanks03 $\frac{1}{2}$ @
Manila grade, tanks03 $\frac{1}{4}$ @
Corn, crude, Midwest mill, tanks04 $\frac{1}{4}$ @
Cotton, crude, Southeast, tanks06 @ .06 $\frac{1}{4}$
Refined06 $\frac{1}{4}$ @
Foots, 50% T.F.A.01 @ .01 $\frac{1}{2}$
Lard, common No. 1, barrels07 $\frac{3}{4}$ @
Olive, denatured, max. 5% F.F.A. drums, gal.70 @ .72
Foots, prime green, barrels04 $\frac{1}{2}$ @
Palm, Lagos, max. 20% F.F.A., drums04 $\frac{1}{4}$ @
Niger, casks03 $\frac{1}{4}$ @
Palm kernel, tanks05 $\frac{1}{4}$ @
Peanut, crude, barrels07 @ Nom.
Refined, barrels08 $\frac{1}{2}$ @ .12
Soya beans, max. 2% F.F.A., Midwest mill, tanks05 $\frac{1}{4}$ @
Tallow, acidless, barrels07 @
Whale, Crude No. 1, Coast, tanks04 $\frac{1}{2}$ @
Refined, barrels56 @ .63

Glycerine

Chemically pure, drums extra11 $\frac{1}{2}$ @ .12
Dynamite, drums included09 @ .09 $\frac{1}{2}$
Saponification, drums06 @ .06 $\frac{1}{2}$
Soap lye05 @ .05 $\frac{1}{2}$

Rosin

Barrels of 280 pounds

B	\$4.05	K	\$4.2
D	4.07 $\frac{1}{2}$	M	4.50
E	4.10	N	5.75
F	4.12 $\frac{1}{2}$	W.G.	7.1
G	4.15	W. W.	7.50
H	4.17 $\frac{1}{2}$	X	7.7
I	4.20	Wood	3.70

Chemicals

Acid, muriatic, 18°, 100 pounds	1.00 @ 1.60
Sulphuric, 60°, ton	11.00 @
66°, ton	15.50 @
Borax, crystals, carlots, ton	56.00 @ 76.00
Cyclohexanol (Hexalin)60 @
Naptha, cleaners', tankcars05 $\frac{3}{4}$ @
Potassium carbonate, 80 @ 85%05 $\frac{1}{4}$ @
Hydroxide (Caustic potash) 88 @ 92%06 $\frac{1}{4}$ @ .06 %
Salt, works, ton	11.50 @ 14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.15 @ 2.09
Hydroxide (Caustic Soda) 76% Silicate 40°, drums, works, 100 solid, 100 pounds	2.50 @ 3.59
pounds75 @
Sulphate, anhydrous01 $\frac{1}{4}$ @ .02 $\frac{1}{4}$
Phosphate, tri-basic03 $\frac{1}{4}$ @ .03 %
Zinc oxide06 $\frac{1}{2}$ @

0 1/4

0 6 1/4

0 1 1/4

72

from.

12

63

12

0 9 1/4

0 6 1/2

0 5 1/2

20

50

75

1

50

7

70

60

00

0 6 1/4

00

09

59

0 2 1/4

03 1/4

mer